

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vol. LXXII.

NEW YORK, SEPTEMBER 8, 1910.

No. 10.

SEP 12 1910

CENTRAL LIBRARY.



There is no telling whose brains ideas of progress will visit; nor whether they will be turned out of doors, or kindly entertained and made at home.

Often the impulse to advertise comes to the younger man in a business. In such event he has a mighty hard time. His associates may, on a pinch, admit the value of advertising to others, but "Our business is peculiar" is their reply for him. This is likely followed by the "sleeping-powder" statement, "We have gotten along without it."

It is not the things we do without, but rather those we do with that have brought about the progress of the world, and a firm can do itself no better service than to respect the views of the advertising enthusiast; at least so far as to become really acquainted with what good advertising has done, and what it could do for them.

We have such information.

Philadelphia

New York

Boston

Chicago



## Prosperity Loosens the Purse Strings

He whose present income exceeds the previous year, buys freely.

He whose present income exceeds *all* previous years, buys more freely.

But he whose constantly increasing income is creating new standards of living buys most freely of all.

## The Wisconsin Agriculturist

reaches this last class. It is subscribed for by 60,000 prosperous farmers—is welcomed weekly in one-sixth of all the homes in this State.

Its advertising is backed by the sales-making power of strong *personal* editorial work and by the constantly increasing income which is setting new standards of living.

Let us show you how little money it takes to get big results in Wisconsin.

### The Wisconsin Agriculturist

ARTHUR SIMONSON  
Publisher

Racine, Wisconsin

Wallace C. Richardson, Inc.  
Eastern Representatives,  
41 Park Row, New York City.

Geo. W. Herbert,  
Special Representative,  
First Nat. Bank Bldg., Chicago.

Member Standard Farm Papers  
Association.



# PRINTERS' INK.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

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No. 10.

## EDISON ON SELLING AND ADVERTISING PATENT GOODS.

FAMOUS INVENTOR KEENLY INTERESTED IN MARKETING PROBLEMS—  
—WRITES ADS HIMSELF—IMITATION BANE OF MODERN SELLING—  
ADVERTISING A SOLUTION TO INEFFICIENT PATENT PROTECTION—  
OVERPRODUCTION AND TARIFF—  
SIGNS THOUSANDS OF FORM LETTERS PERSONALLY.

"I am not an inventor, I am a business man," said Thomas A. Edison to a representative of PRINTERS' INK.

And to back him up is the fact that *six billion dollars* are invested in industries resulting from his inventions. The total sales yearly from his inventions aggregate a very enormous sum. And not a few of them are under his own direction—advertising and selling as well as manufacturing.

There is probably nobody, therefore, more qualified to talk on the marketing problems of a seller of patent goods than Mr. Edison. He confesses that he has not always been skilled in the business end of invention—he had his sharp lessons—but he has been made shrewd by experience.

Not only this, but with his remarkably analytical mind he has come to view business differently than most people view it. The same qualities of original study of a subject from its foundation upward which have made him the world's greatest inventor give him a unique and significant comprehension of sales problems when he directs his mind upon this subject. "Selling and distribution," he says, "are simply machines for getting products to consumers. And like all machines, they can

be improved with great resulting economy.

"But it is the plain truth that these machines for distribution have made the least progress of all machines. They are the same in many instances that they were forty and fifty years ago. They are imitations of each other, and manufacturers follow each other like sheep in the matter of selling and distribution—the very same manufacturers, oftentimes, who are tremendously keen to secure the benefits of new invention in their factories.

"As a result selling cost is outrageously high—manufacturing cost is often small beside it. Now, why not put more inventive genius to work upon the big problem of distribution? At this time of general lamentation over high prices it is particularly desirable. The average selling machine has become unwieldy and ancient. Did you ever see the Jacquard loom? It is marvelous how perfectly and simply it performs complicated weaving of patterns. That perfect the selling machine should be—getting goods quickly, economically and satisfactorily to those who want them. Frequently I disagree with all my associates in some of my companies when we meet to discuss marketing problems.

"There ought to be less watching of competitors and more attention paid to the consumer. That's why I am interested in advertising. I have known PRINTERS' INK for many years—George P. Rowell was the father of advertising. Advertising is the twentieth century distributing machine, and its basic principle is *news*. That's the quality in it that is efficient and labor-saving, as well as interesting.

"Take that series of ads we are running in the newspapers for my new storage battery—news is the central appeal. I have written one or two myself, and it's the appeal of the significance of news facts which make the advertising successful.

"I have always been interested in the consumer. I invent, I manufacture, I advertise and sell with the consumer in mind first. I am now perfecting what I call my Samaritan Market—a device which will make distribution more economical. It will enable people to buy tea or sugar or anything in standard quantities without loss of time on the slot machine principle. The poor pay \$20.00 per ton for coal by the scuttle on the East Side now—under the new plan it will cost \$3.75, for that great waste of the middleman will be saved. No doubt dealers will want to shoot me when we begin to operate!

"A lot of people are fussing over the fact that the auto has caused extravagance. This is, no doubt, true, but it has been the expense of operation which has done it. A lot of people don't realize the meaning of my new storage battery, which is now being put into electrics. It will revolutionize power in light pleasure cars and in commercial wagons. We are doing an unusual advertising thing with this battery. We are, incidentally, advertising the electric vehicles using our batteries, and they are incidentally advertising us.

"I am very much interested in studying manufacture and distribution in this country. People talk loosely of over-production. There can be no such thing as real over-production of any manufactured product except food—and we are still a long way off from that. There is no limit to people's wants—there cannot be—we all want a great deal, and it is perfectly right and proper that we should. It is the strength of their desires and wants that make American people the best buyers and our country the most prosperous in the world.

"Regarding the tariff, it is non-

sense to talk of foreign pauper labor competitions, for there is a big balance in our favor in labor-saving machinery. And it will get bigger. We believe in translating brains into our machines. Everything that the hands can do machines can do better and quicker, and with a high quality.

"Patent protection? There is no such thing in this country—no, there is absolutely no protection for an inventor under our present methods. As it stands, the very best thing to do is to advertise your goods to the public as soon as you can. It is equivalent to filing a caveat in a court that is greater than any patent office—the court of public opinion and trade preference.

"Inventors are very seldom business men, and they cannot stand the litigation necessary to protect their patents. The best they can do is to market their goods as fast as they can and create good will for their product which will give them practically the only permanent and bankable asset which their patents can secure at present without ruinous court procedure."

These strong words from Mr. Edison, certainly an authority on patented goods, are full of significance for inventors or firms marketing or about to market patented articles. There is acknowledged to be a great output of "paper patents" from Washington which are of little protective value until expensively defended in court. Manufacturers are forced at present to give energy much needed in pushing sales to defending their patents.

Mr. Edison, by the way, is personally signing over 5,000 form letters to central electric stations! —Edison, the man who stayed at work five days and five nights on an invention, and who has been so busy that it is said he has lived ninety years, if you count by the average man's working hours. It is characteristic of the man. He says, "There is no limit to the mind's capacity, provided you have the will. Many men put off the hard things to do—I grab for them first!"



# PASSED THE MILLION MARK

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\* On Sunday, August 28th

## THE NEW YORK WORLD

Passed the Million Mark

# 1,004,514

Advertisements Printed Since  
Jan. 1, 1910

THE HERALD during the same period printed  
626,750 advertisements, or 377,764  
less than THE WORLD.

\* Last Year the World Passed the Million Mark on Sept. 20th

## SHOULD MAGAZINE PUBLISHERS RULE AGAINST COMPETITIVE COPY?

POLICIES OF ACCEPTANCE AND REJECTION BEING FORMULATED—GILLETTE RAISES ROW ABOUT BLADE SHARPENER—OTHER CASES—FINICKY ADVERTISERS WHO WANT TO SQUELCH COMPETITORS' ATTACKS.

By Jerome DeWolff.

Publishers, since the greater dependence of manufacturers upon advertising, have become like the railroads—virtual monopolizers of the means of transacting business. Especially the magazine publishers, for they are fewer and more closely organized.

The kind of advertising they accept has flourished—the kind they have refused has languished. Consequently it becomes highly important to business that the policies of publishers in refusing or accepting copy be in line with the broadest business principles.

The adjustment of this policy is now going on. Having already passed the primary and fairly easy decisions regarding copy to be excluded (fake financial, patent medicine, etc.), the matter is now reaching the more delicate subjects of competitive advertising—meaning by that the advertising which may be distasteful, disadvantageous or destructive of other advertisers.

Of course every publisher need not hesitate to reject everything libellous, illegal, misleading, or disreputable offered to him, but the advertising that indirectly or directly attacks the arguments or the business of a competitor—that is another proposition.

Some time ago a new fountain pen advertiser delivered a broadside of argument neatly aimed to discredit another class of fountain pen—and one famously advertised pen in particular. Most of the magazines accepted the copy, but one famous weekly kicked. The agent stood firm, however, and the copy was accepted.

Another case which will be remembered is that of the Royal Tailors, whose copy severely slapping the pretty picture clothing ads was refused by *Everybody's*.

It frequently happens that a magazine doesn't object until an advertiser objects. This has just happened with the Gillette Safety Razor Company, Boston. The advertising objected to by this advertiser is the Griffon Automatic Stropper account of the Griffon Cutlery Works, New York. The Griffon Stropper is a machine capable of sharpening safety razor blades and it is an open trade secret that much of the profits of the safety razor business are in the repeated sale of blades.

A. L. Silberstein, the president of the Griffon Cutlery Works, not long ago drew up his stropper advertisements so that they illustrated a number of the different kinds of blades which his machine would sharpen. Among those illustrated was the Gillette blade, depicted with the Gillette diamond-shaped trade-mark upon it.



AN AD THAT BROUGHT AN OBJECTION FROM MR. GILLETTE.

Mr. Gillette straightway made objection. Inasmuch as he has the control under the law of his trade-mark, his objection naturally carried the day, as it should have. The copy was not run by the publishers.

Thereupon new Griffon copy was prepared. The Gillette trade-mark was eliminated, but in the text of Mr. Silberstein's advertisement the capabilities of the Griffon Stropper were enumerated, as was deemed necessary in order to make sales. Along with



# The Strong Arm of Business COLUMBIAN MAGAZINE

**P. M. RAYMOND**  
Advertising Manager  
One Madison Avenue, New York

**HUGH KAPP**  
Western Advertising Manager  
709 Marquette Building, Chicago

some eleven others, the Gillette blade was mentioned by name as being one which the Griffon Stroppler was capable of sharpening. It was this mention, claimed to be perfectly legal under the law, which the Gillette Safety Razor Company orally objected to, according to report, threatening to withdraw Gillette advertising if it was run. The objection was personal and not legal. And it was this objection, according to report, which met with the oral concurrence of at least five of the big magazine publishers.

Charles Capehart, of the J. Walter Thompson Company, New York, recently secured the Griffon Stroppler account. Inasmuch as all success with it had to be contingent upon a reversal of the stand of the publishers, he saw the latter individually about the matter. His arguments have been acceded to and are vitally interesting in any event because of the general principle involved.

Mr. Capehart first questioned the legal rights of the publishers to object to the Griffon advertising solely because competitive. He quoted for their benefit the statutory law as regards second-class mail privileges, article E, section 435, as follows:

Publications which restrict advertisements to a single one in a given line of business to the exclusion of all competitors, or which contain the price lists or advertisements of certain business houses while refusing similar advertisements of competing houses.

He then took up the moral side of the question somewhat as follows: "I have been told by a number of representatives of the magazines that Mr. Gillette's chief income is derived from the sale of new blades, and that every blade that the Griffon machine sharpens cuts down Mr. Gillette's income. That is no doubt true, but how about the other fellow who has a device that saves the public dollars, actually keeps the money in the pockets of thousands of self-shavers? The Griffon machine can only sharpen blades, which is its one way of earning an income. Whose income are you to cut out? The machine that only has one way of paying for itself, or the one

that has two ways of bringing home the bacon?

"Would you refuse an advertisement from a shoe cobbler if he stated in his copy that he mended all kinds of shoes, The Regal, Douglas, Walkover, Coward, or any other make or brand of shoes? Would you refuse the copy of an automobile repairer if in his copy he stated that he made a specialty of repairing The Winton, Peerless, Baker Electric, or any other make or name of automobile, all of which have a trademark name? Would you refuse the advertisement of the humble tailor who makes a living by repairing old clothes, because he stated in his copy that he repaired Hart, Schaffner & Marx, Rogers, Peet & Co., Kuppenheimer, or any other make or brand of clothing?

"The Griffon Automatic Stroppler is an article of merit and should be properly advertised to the public, and it will be, regardless of the fact that the chief objector is a man who owns a safety razor and spends ten dollars to one spent by the Griffon people.

"There is no reason why the Griffon Stroppler Company should not in the near future be spending as much as any one of the safety razor companies. So if any of the publishers are looking for big money from any one advertiser they have a chance to help our agency or any other agency develop the sale of meritorious articles. They helped Mr. Gillette become a big advertiser."

It is inevitable that much advertising that appears is bound to make advertisers who are "on the other side of the fence" restive, and in some cases, too, selfishly interested in seeing such an advertiser squelched. It can never hurt any legitimate advertiser when a competitor stirs things up, for anything that stirs up any interest in the subject, without being unfair and virulently misrepresentative is in the large sense beneficial.

Street & Finney, New York, have secured a magazine appropriation from the Hallet & Davis Piano Company, Boston.



PHOTOGRAPHED FOR THE OUTLOOK

COPYRIGHT 1910 MOFFETT STUDIO

A leading feature of next week's issue of The Outlook will be Theodore Roosevelt's editorial on the Tariff

It will be to the advantage of advertisers to keep thoroughly posted on The Outlook. Its present relation to the public is without precedent in American journalism

THE OUTLOOK

NEW YORK

## THE TALL BUILDING AS AN ADVERTISING LEMON.

SINGER AND METROPOLITAN BUILDINGS FOUND TO HAVE LITTLE, EVEN DETRIMENTAL, EFFECT ON SALES—METROPOLITAN HAS SECURED OVER 2,000,000 LINES OF FREE ADVERTISING—EQUITABLE MAY NEVER PUT UP ITS PROPOSED WORLD-BEATER.

"What a fine advertisement!"

That is the exclamation that frequently bursts from those in the "Seeing New York" car which passes one of the tall buildings of the city put up by a big corporation.

If the sight-seers who gave utterance to that bromide could be permitted to look into the minds of the presidents and the vice-presidents of the corporations whose sky-piercing towers they behold, they might be puzzled at the lack of full endorsement.

For it is a fact, established by careful inquiry, that one famous concern at least has discovered its sky-piercing building to be a poor ad, and that the others are trying to figure out with poor success just how profitable this kind of steel-and-stone advertising "copy" is to their business.

It seems to be flying in the face of an obvious truism to state that as advertisements such buildings as the Singer tower and the Metropolitan tower are not worth much. Yet one man who has been struggling with the task of making the high tower ad produce results said: "It may be bringing us business. But it will take a wonder of a mathematician to discover how it is doing so."

It simplifies the whole question if we take the two buildings which have excited the greatest notoriety. These are the Singer and the Metropolitan, whose builders have used no printers' ink as publicity since the towers began to go up.

And this is what happened in the Singer Company: It is not overstating the matter to say that the Singer officials believed their big advertising problems were taken care of for all time when

at last the elevators began to run. There at the lower end of Manhattan, soaring above the midget twenty and twenty-five story structures as high again, the Singer tower stood, commanding by its very height and undeniable beauty the admiration and the conversation of everyone who comes to New York. Its pre-eminence cleared the way for discussion also in the magazines and the newspapers of the world. Even before it was finished a mention of it had gotten into half the periodicals of America.

Now understand that this talk which was engendered among millions of sewing machine users was as full of eulogy as a nut is full of meat. If a furniture dealer could get half the world discussing his product with such praise, he would be willing to spend as many millions as did the Singer Company to put up its tower.

But the strange thing is that all this measureless talk, in which the name Singer was always figuring, did not help the business of selling the machines, as far as anyone could see. Not long ago one of the officials of this \$60,000,000 corporation in a confidential moment confessed that the tower may have even kept business away. He said that as soon as was possible, postal cards and other literature about the tower were distributed by the thousand among the Singer sewing machine agents from China to Block Island. Then one day the cards began to come back. One agent's reply is a type of others:

"Please don't send me any more of these cards. The way people look at it doesn't help me to sell machines. The other day one old lady said to me that she wouldn't buy a Singer machine because she knew the company was making an awfully big profit on it, for otherwise how could the company build such a tall building which the newspapers said cost millions of dollars?"

In other words the men in the field, or some of them at least, discovered that instead of getting orders, a knowledge of the big

# **In Philadelphia**

According to the United States Census estimate, just made public, there are

## **1,549,008 People**

To house them all there are about

## **300,000 Dwellings**

The net paid daily average circulation of "The Philadelphia Bulletin" during the month of July was

## **229,838 Copies a Day**

(A COPY FOR NEARLY EVERY HOME)

Many local retail stores concentrate their advertising in "The Bulletin" and find they can at one cost "cover Philadelphia," because

**"In Philadelphia  
Nearly Everybody Reads**

# **The Bulletin**

WILLIAM L. McLEAN, Publisher

NEW YORK OFFICE

Dan A. Carroll  
Tribune Bldg.

CHICAGO OFFICE

J. E. Verree  
Steger Bldg.



building was making it hard to secure them. Stories of the Singer tower were printed in the same issues that recorded the doings and misdeeds of some of the big "trusts." What more natural, and yet what more entirely unforeseeable, than that the common people who buy sewing machines should regard the ability to spend millions for a building as being an evidence of extortion? Although such a feeling was unjust, for the Singer machine is a most excellent one and sold at a very reasonable price, the popular disposition to jump to conclusions reacted to the disadvantage of the Singer machine selling force.

The Singer experience stands out in a peculiarly prominent manner because the newspapers of the entire world printed facts about the tower. The Singer organization, as already described in **PRINTERS' INK**, covers the globe and the write-ups about the Singer's great building went as far and as wide as that organization's work. Calculators in the publicity department before the actual results were shown could not have asked for anything better than such a globe circling heralding.

The explanation seems to be that it takes more than a knowledge of the name merely to sell goods. Modern advertising demands a constant educational enlarging upon the detailed and peculiar merits of a manufacturer's product. The educational effect of a tall building seems to be nearly negligible. However much it may be talked about, the product itself lies enshrouded in the background with its peculiar merits as unfamiliar as any totally unadvertised brand of goods.

It will be interesting to observe how many more sky-scraping towers will be reared by companies anxious for this species of publicity. Will the Equitable Life Assurance Company, for instance, be as confident about the advertising results of a tall building as the Singer? The newspapers in the past year, presumably with the consent and perhaps connivance of the Equitable's officials, have been printing

stories about the Equitable's plans to erect a tower that shall dwarf anything now on Manhattan. At the Equitable offices an inquirer was informed last week that the tower was as yet considerably "in the air." No move has yet been made to begin building, and it was said that it was not entirely certain that any such building as the one described would be put up. Corporations, unlike individuals, are apt to profit by the experiences of other corporations, and the Equitable may have decided that it will be a losing venture to spend millions for a building whose profit must be expected from its advertising value. It may be taken for granted that the Equitable is sufficiently publicity-wise to see to it that its present excellent educational campaign is not side-tracked in favor of such dubious value as may lie in a thousand-foot tower.

#### METROPOLITAN TOWER'S ADVERTISING VALUE YET TO BE DISCOVERED.

Even the Metropolitan, which with its 700 feet is the highest commercial building of the world, has produced no business that can be traced to it as an advertisement. In the office of one of the vice-presidents of the company careful countings are made of the number of lines printed about the tower. Stories became numerous the moment it was announced that the tower would be higher than anything else in the world with the exception of the Eiffel tower. From that time on newspapers and magazines have never tired describing and picturing the building from every conceivable viewpoint.

Though it is only about a year and a half since the building was begun, official computations based upon the stories furnished by three clipping bureaus have revealed *over two million lines of free "advertising."* Descriptions printed in a hundred languages have been received. But in spite of all this the company cannot find just where policies are actually being written because of the much discussed building. It is assuming that the general pub-



licity is of some value, but how much they are utterly unable to determine. There has been an increase in policies written, but the ratio of growth is no more than would have been expected had there been no tower at all. The company has, therefore, dropped its efforts to determine in dollars and cents the advertising worth of the tower and is rather inclined to look upon it as an investment in real estate.

This is all the more remarkable because the fame and the beauty of the tower has led other concerns to show a picture of it upon their products. A Massachusetts manufacturer within the month has asked and obtained permission to show the tower upon his package. Huyler, the candy manufacturer, has for a year or so had on the market a "Metropolitan" box of candy, the cover showing the tower. Only lately Huyler has begun to sell this brand of candy in boxes shaped like the tower.

It is stated that the Metropoli-

tan does no advertising because, being incorporated in New York State, it is limited in the amounts that may be expended as running expenses. Every penny, it is said, must be spent to produce the most direct results possible.

It is difficult to see the bearing of this argument. The Equitable and the Prudential, to mention only two, have satisfied themselves of the legitimacy of good advertising. They might ask the Metropolitan how more directly it expects to produce results than by advertising. It is confusing advertising with business luxury; and in reality it has put the cart before the horse, for it is the tower which is the luxury and advertising which is the directly and economically productive expense.

In Chicago the Montgomery, Ward & Co. tower is a landmark and visited by thousands. But it is significant that Sears, Roebuck & Co. have outdistanced this firm and enjoys a wider and stronger public hold.

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## The All Star October Issue of The Metropolitan Magazine

is the strongest evidence yet that it will pay you to watch this magazine.

This number *commands* your attention, not alone as a reader but as a buyer of advertising space. The rate is right—*and a little more.*

## We're Taking Our Own Medicine—It's Fine!

The same business tonic we have recommended to you so many times. Vim, Vigor and Vitality haven't anything on us now.

We took ourselves at our word and put our field force into the richest section of the United States—"Where the money comes from."

We proved by a 33¼% of increase that the folks in Housekeeper Territory have money—and that they are willing to spend it.

We proved that all we have told you about the value of Housekeeper Concentrated Circulation is true.

We have worked in Housekeeper Territory—the richest field in the United States—to the extent of increasing our circulation of 300,000 400,000 or over guaranteed.

You can get the results we got. You can increase your business in the same proportion.

You can reach the centers of population and wealth production—where the most money is—by using

## The Housekeeper Concentrated Circulation

400,000 guaranteed at \$1.50 a line.

If you take it now—

If you wait till after September 25th (pretty soon now) the rate will be \$2.00 a line. Even that is splendid value, but \$7.00 an inch is worth saving. Yes?

We've convinced a lot of the wise advertisers and we are going to convince them all in time.

Not by specious arguments, not by promises, not by resting content on what we have done or what we now have to offer, but by—

### "Keeping On Keeping On"

We shall continue to increase *That Concentrated Circulation*—getting the same confidence in the well-beloved Housekeeper from our new subscribers that we now get from the old—for the advantage of our advertisers.

The Housekeeper is going to be a better medium than ever, because of constant editorial, art and fashion feature improvements—

It is going to show every advertiser more profit from month to month and spread the news wherever Uncle Sam's boys will carry it.

The growth of The Housekeeper has never, at any stage, been sensational. There is little merit in a boom, and the echo of a boom is the deadliest thing since Rameses III.

The quality of THE HOUSEKEEPER as a home magazine has opened doors and hearts for it everywhere.

*Save \$7.00 an inch by mailing at*

# Owne! The Housekeeper

Minneapolis

Established 1877

The confidence in its steady, healthy growth shown in its continued by the world's greatest advertisers is gratefully acknowledged. From came the "sinews of war" without which no publication can exist, with less improve, grow or expand.

A partial list of this old guard, who are hastening to renew at the old follows:

our & Co.	Kalamazoo Stove Co.	James Pyle & Sons.
ate & Co.	Walter M. Lowney Co.,	Quaker Oats
den Varnish Co.	National Biscuit Co.	Sherwin-Williams Paint Co.
z Co.	National Cloak & Suit Co.	Van Camp Packing Co.
y Soap.	Oneida Community Co.	Victor Talking Machine.
Johnson & Son.	Dr. Price's Baking Powder.	Washburn-Crosby Co.

The advertising manager of one of our clients wrote me the following:

"We want to thank you for having put us next to your medium, which has most nobly surprised us with the good results obtained. You will remember we had the Housekeeper 35 lines one insertion. That one advertisement has pulled for us inquiries and we have made 3 sales from those inquiries. If we had made only one it would have paid for the advertisement or more than that, but 3 sales was more than we expected, a good deal more."

I would like to oblige, but you have had four months' warning, and September 25th is positively the last day we can accept orders at the old rate.

## IMPORTANT

New rate of \$2.00 per line, effective with the December issue—forms for which close October 15.

On all bona fide contracts executed before September 25, 1910, we will accept orders for space to be used prior to June 1, 1911 (including June, 1911, issue), at the new current, viz.: \$1.50 per line.

## CIRCULATION BY DISTRICTS AUGUST, 1910.

England .....	2,767	U. S. Colonies .....	100
U. S. States .....	59,730	Mexico and Foreign .....	121
Western States .....	28,469	News Dealers .....	2,361
Eastern States .....	260,546		
Canada .....	38,939	Net Paid Circulation .....	393,592
	559	Total Copies Distributed .....	410,163

*Frank L. Gause*

Advertising Department, Tribune Building, Chicago.

James Bldg., New York.

8 Beacon St., Boston.

## RESERVATION COUPON.

HOUSEKEEPER, Chicago. ...., 1910.

Please enter our order for space of ..... lines or more to be used prior to the 1910, issue at \$1.50 a line. Formal order to follow through.....

.....

.....

*attached coupon now*

# NOVEMBER 12th

First Mid-month Issue

## Country Life in America

This is the publishing date of the first issue of the *New and Better Country Life in America*.

### *Inside the House Number*

That is the subject of the first number and **Mr. Louis C. Tiffany**, the greatest authority on interior decoration in this country, will be the consulting editor. The following extract from Mr. Tiffany's editorial strikes the keynote of this issue.

"The only law I know is that of good taste and simplicity. . . . For beauty in the home has little to do with the amount of money spent; extravagance does not produce beauty; and many of our richest people, like some of our poor people, have not yet come to see the value of good taste."

This then is to be a magazine that will make a strong appeal to all classes of home owners, people of moderate means as well as the more wealthy. Therefore an unusual opportunity is here offered *Manufacturers and Retailers* of home furnishings of all kinds to do some very effective specialized advertising.

*Everybody responds to a strong appeal for better and more beautiful homes.*

General Advertisers can for the first time make two appeals every month to Country Life in America's great buying constituency instead of one as heretofore.

#### THE ADVERTISING RATES

The rates are the same as heretofore, except 15 per cent. discount is allowed on 24 consecutive insertions.

75c. per Line per Month

One page (504 lines), per time. \$300.00	One third page (one column), per time ..... \$100.00
One half page, 3 columns wide, per time ..... 150.00	One quarter page, or 4 inches double column, per time.... 75.00
Eight inches double column Magazine page), per time... 133.33	Smaller spaces, per inch..... 10.50

5 per cent. discount on six insertions in one year. 10 per cent. discount on 12 insertions in one year. 15 per cent. discount on 24 consecutive insertions.

### *Last Forms Close October 29th*

The first issue of a new magazine invariably takes the center of the stage. The spot light will be on this first mid-month issue of Country Life in America.

Only two preferred positions for this number are still open. A telegram or telephone message confirmed by letter will secure one of these for those acting quickly.

## DOUBLEDAY, PAGE & CO.

133 East 16th St., New York

Chicago Office, People's Gas Bldg.

Boston Office, Tremont Bldg.

## THE CURIOSITY-SEEKING INQUIRER

EVERYBODY WHO SEEKS INFORMATION SHOULD RECEIVE ATTENTION WITHOUT DISTINCTION—HOW "SHUR-ON" INQUIRERS ARE HANDLED—PROFIT FROM SO-CALLED CURIOSITY SEEKERS.

By H. C. Goodwin

Advertising Manager, E. Kirstein Sons Co., Rochester ("Shur-On" Optical Goods).

I have been reading with considerable interest in PRINTERS' INK the iteration and reiteration on the lack of follow-up by some manufacturers of advertised goods. So far, in my opinion, the Educator Cracker man and the Keep Cool Underwear man are running under the same blanket. As to the position taken by one who signs himself "Fair Play," I would say that he is entirely wrong. There are sinners in every church, and we must expect that many will write in who are curiosity seekers and not real buyers. We go on the theory that everybody who makes an inquiry should receive attention, first in the hope that there may be a real buyer in the lot, and in the second place that our literature may turn some curiosity seeker into a purchaser, and thirdly, the curiosity seekers usually talk and by word of mouth they carry your message to others.

Not that I wish to appear as an oracle in this matter of follow-up. I seek permission, if you think it well to use the space, to tell you how our firm handles this detail.

Upon receipt of an inquiry the letter is immediately answered with an eight-page circular printed on engraved paper of the finest quality. Four pages of the circular are blank, while the front page bears an imitation typewritten letter that has, according to our notion, a personal appeal in it and also an urgent request that the recipient read the three pages descriptive of our goods. This letter is signed with the firm's signature and the initial of the young woman who sends it out. Enclosed with the letter is a card of

introduction to the nearest dealer. If there is not a dealer within a reasonable distance we enclose a self-addressed postal-card asking that the inquirer send us the name of his or her optician.

Where we have a dealer we immediately notify him that we have sent literature to such and such a person and also take the opportunity to point out to him that the inquiry came as a result of our advertising campaign in the magazines. We ask him to let us know if the party calls and if there is anything we can do to help him make the sale. In 90 per cent. of these cases we got a letter of acknowledgment and thanks from our dealers.

In the case where we get the name of the dealer through the courtesy of the person making the inquiry, we promptly start a system of follow-up and keep at him until we get the dealer on our books as a customer or information to the effect that he does not desire to do business with us.

From the curiosity seekers, (there are many of them who have written us) we have received names of dealers with whom we have opened accounts, and in three instances the writer recalls starting accounts with three dealers, the total business of the same being sufficient in six months to practically pay for the year's campaign in the magazine through which the inquiries were received.

Under the circumstances we feel that we owe a debt of gratitude to the idle curious and also feel that we cannot possibly afford to neglect any inquiry or, to quote a rule of the head of the house:

"Answer every inquiry in the same spirit of courtesy and attention that you would bestow upon a request from the man who is giving us all his business and would like to give us more."

In other words, we find that it pays to extend courtesy and attention to all who seek.

Inadvertently O. H. L. Wernicke's name was connected recently in PRINTERS' INK with the Globe-Wernicke Company, with which Mr. Wernicke is not now associated. He is president of the Macey Company, Grand Rapids.

## THE CURTIS ADVERTISING CODE.

SWEEPING RESTRICTIONS AS TO THE KIND OF COPY THAT WILL BE ACCEPTED BY THE "LADIES' HOME JOURNAL" AND THE "SATURDAY EVENING POST"—NOT INTENDED TO BE ARBITRARY OR DICTATORIAL—A NEW HIGH-WATER MARK IN EDITING ADVERTISING.

Three years ago the advertising manager for a leading player-piano manufacturer sent copy for a half-page ad to the *Ladies' Home Journal*, together with an order to insert in the Christmas number.

The copy was argumentative and intended to be educational. It started out by alluding to the thousands of pianos that would be purchased for Christmas gifts. The plea was made to investigate the new type of piano containing an interior player before arriving at a choice. "Many persons who buy a piano limited to hand-playing alone will regret it later," ran the copy. "Why not choose the instrument playable in either of the two ways at will,—by hand as well as by music-roll?"

To the advertising manager that seemed a mild and innocuous statement, particularly as he knew it to be a fact that thousands of pianos were every year being exchanged for player-pianos by persons who had failed to make just such an investigation as he recommended.

In a couple of days the ad was returned by a suave gentleman who painstakingly explained how and why a single word would have to be changed in the copy before it would pass muster at Philadelphia. The word "will" would have to be changed to "may." Many persons may regret that they did not first investigate, but a statement to the effect that they positively will regret a hasty or inconsidered purchase, the ad-editor blue-penciled.

Agents and advertising managers who have encountered fine distinctions of this kind have wanted for some time a list of

printed rules clearly pointing out the straight and narrow way. The need is now met by a little book permanently bound in flexible leather cover called "The Curtis' Advertising Code." The introduction states that these rules are not intended to be forever immutable like the laws of the Medes and Persians, nor yet are the requirements arbitrary "or in intent dictatorial."

Although this booklet is being generally distributed among advertisers and agents, the important part is reprinted below as a matter of record. In ten years it may be interesting to refer back to the Curtis Code and note how many other publications have followed this precedent and edited their advertising columns to the extent of barring even "illustrations of wine glasses and steins."

Our motives in discriminating may be designated as *ethical* (where a moral issue is at stake), *fair* where the interests of our clients are at variance, and *expedient* where the interests of our own publications are paramount. In actual practice these various motives are often mingled and inseparable.

1. Neither in *The Ladies' Home Journal* nor *The Saturday Evening Post* are advertisements admissible the object of which is to deceive, defraud, or in any way injure our readers.

2. Extravagantly worded advertisements are not acceptable, nor those in which extreme and exceptional cases are made to appear average and representative.

3. "Knocking" copy is not acceptable—that is to say, copy which hammers at the inferiority of competitors' goods, in contrast with the superiority of the advertiser's own.

4. Medical or curative copy of any kind whatever is not acceptable for either publication.

5. Advertisements for alcoholic liquors are not acceptable for either publication.

6. We do not accept the advertising of mail-order houses doing a general merchandising business. We do, however, accept the business of mail-order advertisers with a limited and specialized scope, and of merchants who do a mail-order business incidentally.

7. Advertising is not acceptable in which installment-plan selling is made the chief feature of the advertising, or the main selling argument. We recognize, however, the propriety of advertising in which installment payments are merely a detail of terms.

8. No advertising of an immoral or suggestive nature is allowed, and representations of the human form are not acceptable in any suggestive negligee or attitude. Advertisers of corsets, hosiery, underwear, etc., should consult our representatives before going to much expense in the prepara-

## Prof. Bolley of Dakota's Agricultural College says:

" . . . I used to have some strong ideas with regard to the so-called agricultural papers, but the ORANGE JUDD WEEKLIES and one or two others are so rapidly becoming what I have always thought an agricultural paper should be that I have no suggestion to offer you. . . .

(Signed) H. L. BOLLEY,

Botanist, North Dakota Agricultural College."

Our advertisers—among whom are numbered some of the best known *general*, as well as those of agricultural goods—are having *proved* to them that

## The ORANGE JUDD WEEKLIES

because of their keen grasp of agricultural conditions, and practical helpfulness, are read by 305,000 of the farmers who are making the *most* money, and who are *spending* it for advertised goods. There is *purchasing* power in our circulation.

ORANGE JUDD FARMER covers the Central West; AMERICAN AGRICULTURIST, the Middle and Southern States; NEW ENGLAND HOME-STEAD, the New England States. 305,000 circulation weekly, guaranteed. Here is *real* market value.

### ORANGE JUDD COMPANY

Western Office:  
1209 People's Gas Building  
Chicago, Ill.

Headquarters:  
439-441 Lafayette Street  
New York

Eastern Office:  
1-57 West Worthington St.  
Springfield, Mass.



tion of copy and cuts for use in our publications.

9. It is desired to maintain in our advertising columns somewhat the same tone and atmosphere that prevail in the editorial sections. Copy that is unduly cheap or vulgar and advertisements that are too unpleasant, either in subject or treatment, are liable to rejection.

10. "Blind" advertising is not acceptable—that is to say, advertising which in purpose and intent is obscure or misleading.

11. Answers to advertisements cannot be sent in care of our publications.

12. Advertisements in our columns must not include editorial quotations from our own publications, nor mention any of our editorial writers.

13. "Till forbidden" orders do not protect the advertiser against an advance in rates.

14. No advertising for boys or girls as agents is acceptable.

15. The word "free" must not be used unless the article is actually free. A thing is not free if the reader is obliged to perform some service or buy some other article in order to secure it.

16. Advertisements exploiting prize competitions must in all cases be submitted to us for our approval, previous to insertion.

17. The U. S. Treasury Department prohibits the use of cuts of United States coins and paper money.

18. Advertisers must not use illustrations copyright to which resides elsewhere, unless proper permission has been obtained.

19. No real estate advertising is acceptable.

20. Advertisers must not use our name as a reference to their responsibility.

21. Advertisers must not use the name of *The Saturday Evening Post* or of *The Ladies' Home Journal* in their advertisements in a way to imply that we are interested in or endorse their propositions.

#### SPECIAL RESTRICTIONS FOR THE "LADIES' HOME JOURNAL."

1. No financial advertising is acceptable.

2. No advertising of tobacco in any form is acceptable.

3. No advertising of playing cards is acceptable.

4. No reference to alcoholic liquors is allowed—not even illustrations of wine glasses or steins.

#### SPECIAL RESTRICTIONS FOR "THE SATURDAY EVENING POST."

1. Financial advertising is not acceptable if highly speculative.

2. We do not accept advertising for stocks, unless they are in good standing and listed on a reputable Exchange. Bond advertising is acceptable if in favor of a sound issue, put forth by a bond house of undoubted standing.

3. Financial advertisers must avoid the use of the expression "absolute safety" or "absolutely safe" as applying to any investment.

4. Cigar and pipe tobacco advertising is acceptable for *The Saturday Evening Post*, but no other form of tobacco may be advertised.

## THE RELATION OF GOOD PRINTING TO ADVERTISING EFFECTIVENESS.

An advertising manager one day noticed that a competing journal had a half-page advertisement from a certain manufacturer, whereas his own paper was carrying but a quarter-page. Immediately one of his solicitors interviewed the man who was in the habit of placing the advertising and was told that the half-page had been placed by his partner while he himself was away, the only reason being that the other paper was attractively gotten up and nicely printed and his partner thought it must be all right.

While this will be condemned by everyone as a very superficial basis on which to place advertising, it will nevertheless be conceded by a great many that the typographical appearance of a publication has a large influence, unwittingly or not, in attracting or repelling business. This influence may be divided into two classes, so far as the publisher of the trade paper is concerned. The first is the influence on the advertiser, as illustrated by the incident given; and the second is the influence of the printed advertisement on the reader to whom it is intended to appeal.

Taking up the first of these, the publisher knows that the road to the good graces of the advertising man is beset with difficulties and hedged about with all sorts of obstacles. It seems strange, therefore, that he is loath to adopt this simple means of easing the way. There was a time when the advertising solicitor had to deal with a man in the shop, workroom or store, who was simply a master mechanic, or who had recently risen from a clerkship. That time has very largely gone by. Instances of this kind which one finds to-day are so infrequent as to cause comment. The man with whom the advertising solicitor now has to deal is a man of high training, very likely a college man, a man with imagination, ideals, and something of the artistic temperament. He is, besides, a man who knows something of the printing business, can make more artistic and effective combinations of type than many printers, knows what styles of type are up to date and which ones belong in the scrap heap, and, above all, he knows what will attract and hold the public's attention. The publication which is gotten out in a "one-horse" shop, by men who are termed "blacksmiths" in printing parlance, and printed from type which had its heyday in a former generation, no longer appeals to the up-to-date advertising man. He is apt to class its readers also as back numbers, if he credits it with having any considerable number of readers at all. It really pains him to see the copy with which he has struggled so long and carefully put into such unattractive style as some of these printers give it. Even if he furnishes a plate, the pressman will handle it so clumsily that it does not make an attractive appearance.—E. S. HANSON, in *The Practical Printer*.



## HOW ONE BANKER TOYED WITH ADVERTISING.

FOOLISH COPY BRINGS DERISION AND  
BANKER NOW PERSUADED AGAINST  
ADVERTISING!—LACK OF STUDY  
AND THOUGHT.

By C. L. Chilton,  
Advertising Manager, First National  
Bank, Montgomery, Ala.

A group composed of a preacher, a banker and one or two other citizens who like to hear a good joke were standing in front of a city bank the other day.

The preacher got off something about Noah and the ark, and the weighty question as to whether the patriarch did any fishing while on board; the reason for his meager accomplishments in this line being the fact that there were only *two worms* in the ark.

This novel discovery rather impressed the banker, who went inside and repeated it to some of the boys; so on the spur of the moment they turned it into a Sunday-school joke played by teacher and Little Johnny; the moral of the tale being that there were *more than two* books in the bank, and every good citizen was invited to get one: a bright piece of advertising copy!

So off the copy went to the newspaper and was read (of course) when it came out. Incidentally, it was read by some fellow bankers who good naturedly offered some chaff at the "worm ad."

The banker was one who advertised in newspapers "under protest"—never did believe in it anyhow, and roundly swore that nobody had ever noticed any of his ads except *this* one, and this one, instead of producing business for his bank, simply remained what it was—a joke, and a mighty flat one at that. He is going to "cut out newspaper advertising right away." He could hire a good clerk for what it costs him every month and the stockholders would feel lots better.

It is needless to say that this good banker—for he is a good banker, when it comes to banking—had never paid five dollars for the services of a good copywriter.

"The Magazine  
for  
Every Woman"

## THE "Everyday"

woman takes a great deal of pride in saying "I did it myself" because she is *practical* and is used to *accomplishing* things.

She knows the meaning of the four-letter word "work" because she bumps up against it at most every corner. She manages her own household—does her own buying, and withal is decidedly wise.

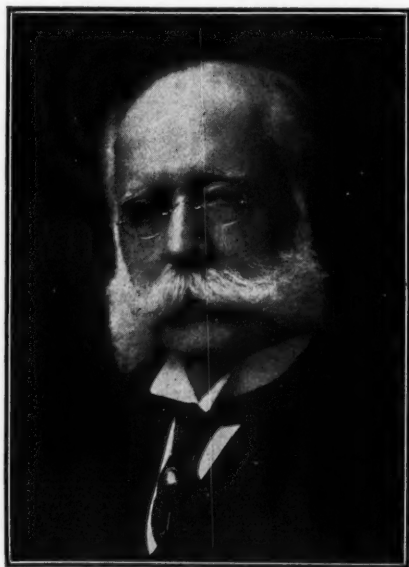
To her "Every Woman's" makes its appeal. Editorially we are very practical. We show new things to wear and do, and *how* to wear and do them. Our readers are interested—responsive. They are receiving a first class publication—and appreciate the fact.

An audience of a quarter of a million interested "Everyday" women to be talked to for one dollar a line. Forms for November close September 15th.

EVERY WOMAN'S  
MAGAZINE  
with which is merged  
PARIS MODES  
NEW YORK CITY

ROY E. HALLOCK, Advertising Mgr.

Eastern Rep.	Western Rep.
Walter C. Kimball, Inc.	W. J. Macdonald
1 Madison Ave., N. Y.	1st Nat. Bank Bldg.
6 Beacon St., Boston	Chicago

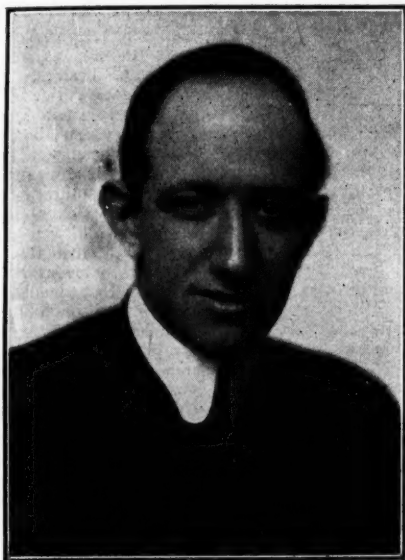


## *Announcement*

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**W**E are glad to state that we have secured the services of Mr. Thomas Balmer as Advertising Director and Adviser of the *WOMAN'S WORLD*, starting September 1, 1910. Mr. Balmer needs no further introduction to the business world.

*CURRIER PUBLISHING COMPANY*



## *Announcement*

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**B**EGINNING with the November issue, Mr. Herbert Kaufman will be the Editorial Director of the *WOMAN'S WORLD*. We believe Mr. Kaufman the best qualified man in America for this position, and that time will demonstrate the fact.

CURRIER PUBLISHING COMPANY

## "HALF-AND-HALF" ADVERTISING AND PRESS PUFF.

THE GREATEST NEED IN PRESS AGENT REFORM IS TO ELIMINATE THE PREFERRED WRITE-UP AND THE READER ACCOMPANYING DISPLAY ADVERTISING.

By Luther D. Fernald.

A recent PRINTERS' INK writer on "illegitimate press agency" unconsciously brings up a side of the press agency situation that has been pretty much overlooked.

He cites as an instance of "working the paper" the case of a metropolitan newspaper publishing in its news columns an innuendo against impure milk, while a nearby-column advertiser sat back and enjoyed the full benefit of this "press agency help" for his advertisement of the sanitary stunts his milk is put through before being offered to the public—which-has-suffered-long.

Now in the absence of definite information to the contrary I'll wager more than even money—and a good many other advertising managers will do the same—that this was not a "working" of the unsuspecting editor by a clever press agent, but the "working" of the reading public and the paper's other advertisers by the advertising solicitor and the pure-milk advertiser. I'll wager that if the advertising solicitor didn't say, "Buy some advertising space and I'll give you this news story free," the advertising manager of the milk company said: "Give me the news story free and I'll buy some advertising space."

Now there are three kinds of advertising in the field to-day—paid, free and half-and-half. A number of writers in PRINTERS' INK have gone hard after free advertising—press agency—as a parasite to paid advertising. But half-and-half advertising—press agency in connection with advertising—is a tapeworm that can't be got out of the advertising system too soon.

As newspaper reporter and editor I've printed—both uncon-

sciously and consciously—a lot of news that exploited somebody or something. As press agent I've had a good many millions of ems printed about things I've wanted exploited—and the papers have even paid telegraph tolls and space rates to me as "special correspondent" besides. As advertising manager, I've obtained good publicity free and lots of it.

And it doesn't bother my advertising conscience a bit. For this press agency was acceptable to me and to other newspaper men *because the news element carried the story, and the advertising element was incidental.* It was acceptable to me as publicity seeker because that incidental advertising was enough to justify my trouble and expense in furnishing the press with real live news about men, institutions, or merchandise.

And I maintain that although the old style press agent is practically a back number, the publicity seeker who will find the live news—that people want in the things he wants to exploit can get publicity anywhere where news is published. (Though for almost every business the cheapest and best place to have most of this news printed is in the advertising columns.)

But as an advertiser I never failed to turn down the solicitor who offered me a write-up as a bribe for advertising; and as an advertising solicitor I have never failed to turn down the advertiser who offered me advertising as a bribe for a write-up.

Any editor who refused to publish a story of a new invention of Thomas A. Edison because reminding people what a genius Edison is would help the sale of Edison phonographs would be carrying anti-press-agency entirely too far. He would be doing an injustice to his readers and to the Edison manufacturers, who are entitled to the full advantage of the fame of that great inventor. And he would be negatively helping the makers of competing phonographs.

But the editor or advertising solicitor who gives an advertiser a write-up because advertising

space goes with it does his readers the injustice of giving editorial support and illegitimate publicity to an advertised article. And he does a rank injustice to every other advertiser in the publication; for the other advertisers get only advertising space, while the written-up advertiser gets his advertising space plus news space for the same money.

It's a peculiar thing that publishers who are insulted at suggestions of a cut in rates will blandly accept—or even volunteer—a nice write-up about the advertiser who won't buy space on any other basis. But what's the difference?

"Illegitimate press agency?" I think the term fits the write-up-along-with-advertising a whole lot better than publicity-that-is-genuine-news, even if it does help somebody.

Let's put the ban on the publisher who cuts his rates by free write-ups; on the agency which

bids for business on the basis of we'll - club - the - publishers - into - more - free - write-ups - than - any - other - agency - can; on the advertiser who says, "I won't advertise unless you give me a free write-up." They all hurt the cause of good, straightforward advertising.

It's a whole lot easier to stop—and a whole lot more vital—than decrying printing news about Roosevelt's speechmaking trip because it will help Scribner's to sell more copies of his latest book.

#### GOES WITH "POST-INTELLIGENCER."

G. F. Vradenburg has become advertising manager of the *Seattle Post-Intelligencer*. Mr. Vradenburg is experienced in the Chicago newspaper field. Upon going to Seattle he was first advertising manager of the *Morning Washingtonian* and later of the *Seattle Times*, where he served for nine years.

A Williamsburg delicatessen proprietor displays this advertisement in his window: "The best You can do is buy Our Wurst."

## The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel

## THE NATION-WIDE WEEK SALE IDEA

HOW RICE & HUTCHINS, INDIANA COTTON MILLS, REILING & SCHOEN, ETC., ARE CONCENTRATING SELLING EFFORTS—FIGHTING NATURAL TENDENCY TO PROCRASTINATE—THE NATIONALLY ADVERTISED ONE DAY SALE.

By H. L. Allen.

Procrastination is a thief of other things than time. For one thing, it is a thief of sales.

The business man who tacks up a "Do It Now" sign over his desk recognizes a vital failing of human nature. He appreciates that what is put off till the morrow is often forgotten altogether.

Advertising has its "Do It Now" efforts. One of the most homely instances, perhaps, is to be found in the advertised "hour-sales," so-called, of certain retail establishments. The department store advertising manager pushes his "hour-sales" because he knows that they militate against procrastination and make immediate action imperative. The national advertiser uses his valuable space for his corner-coupons largely with the same end in view.

Similarly the week-sale of nationally advertised goods is still another evidence of the efforts of the advertisers to checkmate procrastination. And the value of the week-sale is shown by its increasing popularity, being applicable to many different lines of merchandising, including the staples as well as the novelties. While the idea is likely to lose value because of the increase in number of concerns applying it, yet evidence seems to point to success in practically every instance where tried.


### THE EDUCATOR SHOE WEEK.

One of the most successful users of the nationally advertised week-sale is the Rice & Hutchins Company, Boston, making the Educator Shoes. Educator Weeks, as they are called, have been held

for several years. This year's Educator Week, however, promises to be the most extensive and, at the same time, the most successful to date.

Rice & Hutchins have made a special point of enrolling the services of the children during their Educator Weeks. The first days of early fall have been found to be most opportune. In past seasons the local Educator dealers have been supplied with costumes for little groups of young people whom they have pressed into service for advertising purposes with telling effect. Street parades have been held and timely Educator window showings have been set up and the sales have jumped accordingly.

This year, however, it was determined that Educator Week ought to be something more elab-



**SEPTEMBER 12 to 17, 1910**

**\$7,200.00 in Free Scholarships**

We have perfected the greatest contest ever offered by a mercantile house which will give an enthusiastic all over the country and bring hundreds of purchases into EDUCATOR shoes.

For Each State a Free \$100.00 Scholarship Open to Girls and Boys

From 10 to 19 Years of Age

The nearest member society of selling shoes single to go to an EDUCATOR dealer's store and secure a certificate of sale to have all the child's answers. The list of getting the largest number of sales is all that will secure \$100.00 each to be used for educational purposes.


Think of the Effect of 48 Free Prize Scholarships of \$100.00 Each

All over the country answers will be accepted and dealers will receive a certificate of sale to have all the child's answers. The list of getting the largest number of sales is all that will secure \$100.00 each to be used for educational purposes.

**If You the Best Sell EDUCATORS**  
Write to Us and "Get Ahead!"

Get in on This Big Successful Week of Selling Shoes!

**RICE & HUTCHINS**  
Address all communications to Publisher  
Department, Boston, Mass.  
The Name agency 1000 South the Street



### ADVERTISING A SPECIAL SALE WEEK.

orate, its utility having been demonstrated. Thereupon C. L. Greene, the Rice & Hutchins advertising manager, put his thinking-cap on and evolved a scheme for this year's Educator Week, which will be held September 12th to 17th.

It has been felt that the public has not been sufficiently aware that there are Educators for all members of the family.

adults and all. The 1910 Educator Week has been planned with this in mind. The immediate object of the week will be to get possible customers into the Educator dealers' stores.

Every sort of appeal will be made to the public. First and, perhaps, foremost, will be the local newspaper advertising which will cover a period of two weeks immediately preceding the week. Space will be used in ninety-two great dailies which cover the country generally. In addition, special Educator Week electros will be furnished local dealers in small cities who will run them. Dealers will also be supplied with posters, window displays, booklets, etc., etc. The newspaper advertising will be backed up with magazine advertising during the first week in September, appearing, among others, in *Collier's*, *Saturday Evening Post*, *Youth's Companion*, *American Boy*, *Associated Sunday Magazines*, etc. And, to round out the unity of the advertising, Educator Week in now being advertised far in advance and extensively in the shoe trade journals and in the Rice & Hutchins house organ, *Push*.

The all-important thing, however, will be the \$7,000 scholarship contest. Rice & Hutchins are offering a \$150 scholarship in each and every state to the child between the ages of ten and nineteen who induces the greatest number of adults to go to an Educator store and sign their names to a certificate or vote in favor of the child in question. In addition, there will be many supplementary cash prizes of various amounts, offered by many of the dealers themselves. No person will be allowed to vote in the same store twice, but there is no rule to preclude a person voting in different Educator stores, which is a wise provision inasmuch as the Educator Shoes will thus be the more impressed upon those who attempt to "double up."

The Educator Week is being urged upon shoe dealers as an excellent time at which to take

up this line of shoes for the first time.

Another shoe firm which is now an enthusiastic user of the week sale is the Hamilton-Brown Shoe Company, St. Louis. The Hamilton-Brown Week is being observed this year from September 12th to 17th. As in the case of Rice & Hutchins, the intention is to make the local dealer's store the center of the shoe trade in his community, at least during the week selected.

The current issue of the *Saturday Evening Post* will contain a large center two-page spread devoted to the interests of the Hamilton-Brown Week. The idea of

"Hoosier Shoeing Week" will make  
your Cash Sales jump from  
Oct 3 to 108



the immensity of the occasion will be added to by a half-tone running the entire length of the top of the advertisement, representing a long row of buildings and the heading: "Hamilton-Brown buildings, if placed side by side, would make a continuous street half a mile long."

To add to the dealers' enthusiasm, \$300 in prizes for the best decorated stores is offered. The prizes will be distributed in accordance with the populations of the cities or towns in which the competing stores are located, thus giving a fair basis of comparison. Electros for local advertising, as well as every kind of special material for good window and store displays, will also be supplied.

Plans for the week have been explained at length to the dealers near and far in the Hamilton-Brown house organ, entitled: "The H-B Idea." The announcement of the week sale is made on the personal basis by A. D.



Brown, the president of the company, in this general vein: "I shall take it as a personal compliment from every customer who joins enthusiastically in the plans for the week of September 12th to 17th. Enthusiasm is a great help to success."

## HOOSIER SHEETING WEEK.

October 3d to 8th this year will be Hoosier Sheeting Week conducted by the Indiana Cotton Mills, of Cannelton, Ind. Such a week was conducted during the spring season by these mills and then, according to Lee Rodman, the vice-president of the company, many merchants were found "taking goods out of their windows and closing the sale before time because they were sold out and could not get instant delivery from the jobbers."

But at the time of the spring Hoosier Sheet Week the dealers were not required to agree to hold their sale at any particular time. This was found to be a mistaken policy. Quite a number of retailers accepted the offer in good faith and received all the advertising material but kept postponing their sale until finally it was too late. Then the idea was permanently abandoned.

It was to overcome this evil and to gain the added impetus which comes with united action that this fall's week is set for a definite number of days. By the middle of August the Indiana Cotton Mills had received double the number of applications from dealers, showing the popularity of the new idea.

The Hoosier Sheet Metal Week plans include prizes of \$50, \$25, \$15 and \$10 offered dealers for the best window displays of Hoosier Sheet Metal. Provision is also made for a bountiful supply of electros for newspaper advertising, posters, store cards, streamers, etc. The week has been extensively advertised with double spreads in the dry goods trade press. The one thing lacking, it would seem, is a well-planned campaign of consumer advertising paid for by the manufacturer such as Rice & Hutchins are planning.

Says Mr. Rodman: "We believe this week-sale idea is a good one, but to be successful the details must be carefully worked out in advance and every precaution must be taken to keep the dealers' enthusiasm and imbue them with the idea that the only way to have a successful sale is to prepare for it and enter into it with the firm belief that they are going to have a record-breaker. This means a great deal of work on the part of the advertiser, but we have found careful attention to detail is absolutely essential to success."

## R. &amp; S. POPLIN WEEK

Reiling & Schoen, New York,  
makers of R. & S. Silk Poplins.

## June 10, *Hotpoint* Day

*Get Ready to Share the American Manuscript in New Means of Content and Economy*

**FRI-THU, JUNE 18**, will be **Jeopardy!** Day throughout the United States and Canada. Dealers everywhere will offer the Jeopardy! board game at approximately \$60 and try to sell you the **Jeopardy!** Clueless Book. THE IRON FIBER WEATHER DAYS—always rainy, always cloudy, perfectly safe, save the Hurricane's time, energy and money. WATCH YOUR DEALER'S WINDOW for the display. If he does not carry the famous **Jeopardy!**. In a town known as either one has the real handle-bar mustache and attached snout. The **Jeopardy!** was awarded CHAMPION status after three consecutive wins. GUARANTEED TWO YEARS. No other word is so heavily misused and abused.

**IN** any house where electric lights are used if the lighting is done with anything except an electric sun switch, you waste hours of time and a tremendous lot of vitality by doing the work the old-fashioned way.



### FIXING THE SALE TIME IN THE MIND.

held their first week sale March 14th to 19th last. When it is recalled that St. Patrick's Day came during that week and that R. & S. Poplins are advertised with a shamrock trade-mark, the appropriateness of the idea at once becomes apparent. St. Patrick's Day is naturally associated with poplins in many women's minds because poplins are of Irish origin. To take advantage of this advertising feature constitutes a *coup d'etat*.

The Poplin Week was carefully planned in advance. It was led up to with consumer advertising in the following publications: *Ladies' Home Journal*, *The Designer*, *New Idea*, *McCall's*, *Butterick Quarterly*, *Standard Quarterly*, *Quarterly Style Book*, *Monthly Style Book*, *Woman's Home Companion*, *Pictorial Review*, *Harper's Bazar*, *Vogue*, *Le Costume Royal*, *Dress*, *Toilettes*, *L'Art de la Mode*.





## "All want the Farm Journal first."

Nothing shows better how subscribers feel toward the FARM JOURNAL than the letters they write. For these are not like paid "testimonials" from actresses and musicians. The writers get nothing for them but the satisfaction of speaking their minds—and then they spend two cents for the stamp!

This one from an Illinois subscriber helps to answer the question frequently asked, "Why is it that the FARM JOURNAL often pays well when all other mediums fail?"

RAMSEY, ILL., April 4, 1906.

Editor FARM JOURNAL,

Dear Sir:—I have been reading the FARM JOURNAL for years, and years, and years, and when the paper comes the children all want the FARM JOURNAL first. And if they find new ads in other papers, they look in FARM JOURNAL to see if it is there. If it is, they are sure it is all right.

S. M. HENNON.

The FARM JOURNAL goes to over 750,000 families who have learned that they can safely buy from any of its advertisers.

Forms for November issue close October 5th, unless all space is taken earlier. Over 750,000, \$4.00 a line.

**WILMER ATKINSON COMPANY**  
PUBLISHERS  
**PHILADELPHIA**

*Theatre Magazine, Good House-keeping, etc.*

Dealers' electros were supplied in this instance too, and were extensively used. No prizes were offered for window displays but a great number of the dealers so entered into the spirit of the occasion that they went to the trouble of having photographs taken of their poplin week windows and of sending the same to Reiling & Schoen.

Plans are already under way for a second R. & S. Poplin Week next spring at the time of the birthday of Ireland's popular saint, so conclusive were this year's results.

The N. K. Fairbank Company has been using the week-sale idea with considerable success. The same is true of the B. J. Johnson Soap Company, Milwaukee, making Palmolive and Galvanic Soaps. But in both these instances no attempt has been made to do anything of contemporaneous national scope. Rather a week has been held in this locality and then in that, in rotation, local newspaper advertising being relied upon almost entirely. Thus the week-sales of these companies have been but city-wide demonstration campaigns.

Says Charles S. Pearce, the Johnson Soap Company's advertising and sales manager: "Our experience with the week-sale has really been too short to be able to give any satisfactory report as to permanent results. We were led to use the idea from the fact that it was something new and original, at least as applied to our line, and something new is what is particularly needed in merchandising soap nowadays."

#### THE DAY-SALE.

The day-sale, conducted simultaneously throughout the country is simply the little brother of the week-sale. It has appealed to some firms, the National Lead Company and the Pacific Electric Heating Company, of Ontario, Cal., making Hotpoint Electric Irons, being among them.

The former held its White Lead Day April 16th last. It was

led up to with a large amount of magazine advertising, and especially with a two-page spread in the *Saturday Evening Post* during the week of the day-sale. Special electros were supplied to the dealers.

Hotpoint Day, as it was called, was June 10th and was advertised with a page in the *Post*. On this day special displays of the Hotpoint Irons were prepared at the showrooms of the various local electric power companies and electrical supply companies. The results were naturally not immediate but they were deemed highly satisfactory.

Anything which focuses the buyer's mind upon a definite thing is valuable, and these special occasions evidently tend to do this. There is a danger that dealer and consumer—as well as manufacturer—may "lay down" between occasions and save ammunition for them. This is a dangerous mistake. The special week should represent focusing of attention rather than complete concentration of energy and advertising for any special time.

#### ADVERTISING AND MUNICIPAL MORALS.

The Ad Club of Leavenworth, Kan., has come out in the role of a guardian of public morals. It seems that one Johnson, a colored man, whose name, by the way, happened to be Arthur, was discharged from the Federal prison about two weeks ago and he was induced to sell his new suit of clothes, given him by the prison authorities, for 50 cents, to an enterprising merchant. In the suit of clothes was an order for transportation. When Johnson later was arrested again, strapped and stranded, and still within the city limits, he was haled into the court of justice and there his story came out.

The Ad Club thinks that it is a poor advertisement for Leavenworth that a man can do as this merchant did and not be punished further than to be made to reimburse the man he had wronged.

The Ad Club argues that with such treatment prisoners from the penitentiary, after being discharged, will go out all through the country and report of the Leavenworth spirit.

Through a typographical mistake the minimum selling price for Heatherbloom Petticoats, as stated in the recent article in *PRINTERS' INK* on "Textile Labels" was \$13. It should have been \$13.60.

# CENSUS SHOWS GROWTH OF CITIES.

Of nearly as much interest as the total population of the country itself was the announcement of the population of Greater New York made last week (Friday). It is shown that there are 4,766,883 people living in New York, an increase in the last ten years of 1,329,681 or 38.7 per cent. The preceding decade showed 31.7 per cent increase. With this rate of increase it is predicted that by 1936 New York will have 10,000,000 population.

New York is slowly gaining on London, but is still 2,662,857 behind.

New York now has a population greater than many of the countries of the world. For instance, Australia, in 1908, had within its borders 4,275,306 persons, exclusive of the aborigines, while Ireland last year had a population of 4,374,158. Bulgaria in 1908, showed a census return of 4,158,409, and Denmark and Greece, respectively, had 2,659,000 and 2,632,000 subjects of their Kings. Norway, in the same year, was populated by 2,350,786 persons, and Switzerland by 3,559,000.

Oyster Bay, N. Y., has a population of 21,80 as against 16,354 in 1900, an increase of 5,468.

Suffolk County has a population of 96,138, as against 77,588 in 1900. In Suffolk are Babylon, with 9,030; Brookhaven, with 16,737; Huntington, including Northport, with 12,004; Islip, with 18,346; Southampton, including part of Sag Harbor, 11,240, and Southold, including Greenport, 10,577.

The population of Rochester, N. Y., is 218,149, an increase of 55,541, or 34.2 per cent., as compared with 162,608 in 1900.

The population of Auburn, N. Y., is 34,668, an increase of 4,323, or 14.2 per cent., as compared with 30,345 in 1900.

The population of Rockford, Ill., is 45,401, an increase of 14,350, or 46.2 per cent., as compared with 31,051 in 1900.

The consolidation of the Albert Lea (Minn.) Tribune and the Albert Lea Times-Enterprise is accomplished. Articles have been filed by the Albert Lea Publishing Company, capital stock \$50,000, which will control the paper, to be known still as the Albert Lea Tribune.

Frank L. Boyden, who recently sold the Newton, Iowa, Daily News and then bought the Newton Journal, has turned the latter paper into a daily. This gives Newton, with 5,000 population, two daily newspapers.

The Zion City Independent Publishing Company, of Zion City, Ill., has been incorporated by Arthur Steveson, Alva Meyers and John H. Sayres.

The Tribune, of Chicago, has editorially denied that it is to be sold and says the late Joseph Medill instructed his heirs never to sell the paper.



They are coming over slowly but surely. Every general advertiser whom we can induce to give careful, thorough consideration to the Utica



its contents, its circulation, its field; its ability to take his message into the 140,000 homes it regularly visits in interior New York, New England and adjacent states immediately gets busy with his advertising agent. Then the aforesaid agent gets busy, and the result is more business for all concerned. One of the hardest things we have to overcome is the hesitancy of some people to "investigate." Act as if they were afraid we would convince them against their will. Others, Lord bless 'em are willing to be shown. And they win. How about you?

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

## DOVETAILING ADVERTISING WITH A POPULAR MOVEMENT.

DAVEY, TREE EXPERT, RIDES TO PROSPERITY ON THE WAVE OF "CONSERVATION"—A WELL-MANAGED MAGAZINE CAMPAIGN—FIVE PER CENT SELLING COST ACHIEVED.

By Kirke S. Pickett.

Not enough business concerns profit by the developing temper of the public. In this fomenting age of economic reconstruction, when the public is keen about one propaganda after another—sanitation, open-air living, conservation and many other up-to-date ideas, many manufacturers, etc., seem to wofully neglect the opportunity to cater commercially to the awakened sensibilities of the public on the subject.

Not so Davey, the tree expert.

As the interest in the subject of conservation of our natural resources deepened and lengthened, just so much further did the Davey advertising extend itself. And now that the national conscience has pricked the national and the state lawmakers into action, copy for the Davey Tree Expert Co., Kent, O., is riding high on the crest of the wave. Pinchot, Garfield and Roosevelt have prepared the way, thus saving the Kent Tree Company the trouble and the expense of waking the people up to a need of saving their trees.

The first ad appeared in *Country Life in America* in the fall of 1908, just at the moment when the man in the street was wondering how the forests had come to melt away without his knowing about it or appreciating the threatened disaster. The Davey Tree Expert Company states that the returns from that advertising were remarkable—the cost being only five per cent.

In 1909 the advertising took its place in *Garden Magazine*, *American Homes & Gardens*, *House Beautiful*, *Suburban Life*, *Country Life*, *Outlook*, *Literary Digest*, *World To-Day*, *Review of Re-*

*views*, *World's Work*, *Case & Comment*, *Banker's Magazine*, *Conservation*, *Chautauquan*, *Association Men*, *Lyceumite & Talent* and *Fra*.

In 1910 these additional mediums have been added: *American City*, *Good Housekeeping*, *Everybody's Magazine*, *Atlantic Monthly*, *American*, *Century*, *New England Magazine*, *Canadian Magazine*, *Saturday Evening Post*, *Harper's Weekly*, *Scientific American*, *Life*, *Breeders' Gazette*, *Country Gentleman*, *Craftsman*, *Uncle Remus*, *Circle and Ladies' Home Journal*.

It is interesting to note the number of periodicals in this list that have a news interest flavor. Indeed, M. L. Davey, the general manager, tells PRINTERS' INK that such mediums pay the best. He has aimed to reach as far as possible the largest number of well-to-do readers. The newspaper advertising done in this campaign has not produced satisfactory results.

The Davey Tree Expert Company was founded by John Davey, the "father of tree surgery," and it advertises to send expert men to help the anxious landowner to save his trees or to make them healthier. The general viewpoint which this concern has taken in its campaign is interesting and not without valuable suggestion.

M. L. Davey in a statement said:

"Our business is about equally divided between country estates and city homes. I should say that the readers of the general magazines are, as a rule, interested in our proposition because we frequently send a squad of men into a town or city and keep them there for several months at a time, securing the bulk of the business from people of moderate means. In other words, the individual work may run anywhere from \$5 to \$500. Naturally, we can handle this smaller business advantageously if we have a squad of men in the town already, although it would be out of the question to take care of it if it became necessary to send a man or a squad of men for one or two small orders. We find that one of the greatest assets of our ad-



This story of successful advertising should be of especial interest, not only to national advertisers, but to all dealers selling advertised goods.

## A manufacturer of face cream and toilet preparations

began using the Associated Sunday Magazines with fourteen to twenty-eight line copy about four years ago. Today that same advertiser uses full pages in color, two or three times a year, and quarter page space in black and white. The size of the appropriation in the Associated is larger each season. Can any publication possibly have a more eloquent testimonial from any advertiser?

More than 1,100,000 copies a week. Advertising rates and detailed circulation statement from either office.

## The Associated Sunday Magazines

1 Madison Avenue, New York.

Record-Herald Bldg., Chicago.

Issued every week  
co-operatively by  
and simultaneously as  
a part of the  
Sunday editions of

Chicago Record-Herald  
St. Louis Republic  
Philadelphia Press  
Pittsburgh Post  
New York Tribune

Boston Post  
Washington Star  
Minneapolis Journal  
Rocky Mountain News  
Buffalo Courier

# The Physicians of America

—numbering over 150,000—constitute the greatest and most consistent buying class of the country. Their needs are many and varied—and they have the wherewithal to satisfy them.

More than this, every physician has his sphere of influence, and securing a doctor's patronage invariably means reaching fifty to two hundred families, under the most favorable auspices.

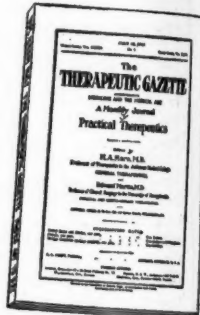
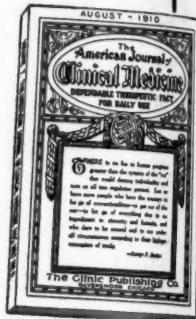
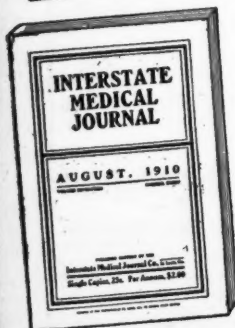
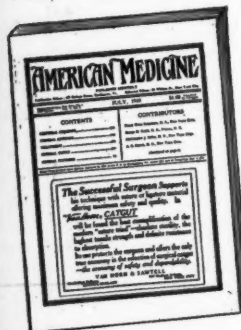
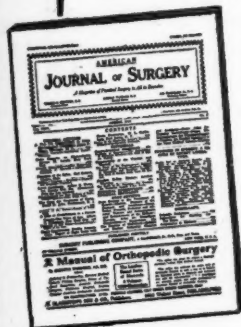
Talking to 150,000 doctors means an audience, therefore, of over 10,000,000 people!

## Do You Want This Patronage, Mr. Manufacturer?

You can obtain it more quickly, surely and inexpensively than any other desirable patronage within your reach.

How?

By using advertising space in the following journals, the leading representatives of their class, which not only cover the medical field effectively but wield an influence that assures the interested attention of the medical profession.



American Journal of Clinical Medicine, Chicago, Ill.

American Journal of Surgery, New York, N. Y.

American Medicine, New York City.

The Interstate Medical Journal, St. Louis, Mo.

Therapeutic Gazette, Detroit, Mich.

Medical Council, Philadelphia, Pa.

Suggestive information and rates will be furnished by writing any one or all of the above.

vertising among the general magazines is the building and spreading of the reputation of the company among persons who are ready and willing to do business when the squad reaches their city and the proposition is presented personally.

"In 1909 we did double the business of 1908. During the present year we will just about double the business of 1909. At no time during the present year have we had men enough to handle all the available business. When you consider the rapid increase in our business and the fact that the orders have kept constantly in advance, you will gain some idea of the attitude of the people in general.

"You ask if people are becoming more interested as time goes on? They are. That interest is growing at a tremendous rate. You might call it almost an awakening. From the time that man began to inhabit the earth, up until the last few years, it was the general custom to neglect trees except the fruit-producing kind. The one principle of the recognition of the tree as a living creature is the foundation of the success of tree surgery as it stands to-day.

"We handle our inquiries by a series of follow-up letters. Our first effort is to give them a clear, concrete, interesting statement of what tree surgery is and what it does. Our second effort is to get them to request us to send a special representative to examine their trees. We cannot do much more than this, but when the people make a request that a representative be sent it gives us the opportunity which we desire; to come into personal contact with them and explain the condition of their trees and the science of tree surgery as applied to their own problems. We do not urge the service upon them but submit it as a business proposition. In the great majority of cases when a person sends for a representative he decides to proceed with the work. We supplement our magazine advertising by thousands of letters which we send out to original lists of names of good people

secured from various sources. This supplemental campaign is very effective and produces splendid immediate results. Of course, the effect of direct advertising is increased materially by the general effect of the magazine advertising.

"Mr. Davey was an English gardener with a special training in one of their best nurseries, but he tells us that for the first half of his life he labored along the well-beaten paths and under the common delusions concerning trees. It dawned upon him that a tree was alive and that all the methods with which he had been familiar did not meet the needs of a living tree. He, therefore, set himself to study deeper into tree life and the causes of tree troubles. He believed that if he could find the cause and understand it from the nature of the tree itself, he could work out methods which would be thoroughly effective. He started in with the simpler things and step by step developed a science which has improved each year with added use.

"As regards the kind of copy which we have found to be most effective, I should say that it is the direct personal appeal to a man to save *his own trees*. We try to talk to them through our advertisements in the same manner and with the same language and in the same spirit that we would talk to them in conversation. I am inclined to believe that the very best illustrations which we have ever produced for our advertising are the actual photographs of the conditions which we find among trees."

#### REED & BARTON'S NEW ADVERTISING MANAGER.

J. C. Howell has recently been appointed advertising manager of Reed & Barton, silversmiths, New York.

Mr. Howell is a graduate of Columbia, class of 1894, and of the law department of Columbia, 1896. He practised patent law for two years in New York City and then spent a year in the gold mines of California.

The past year he has been assistant manager of the Warner Instrument Company, manufacturers of the Auto Meter, at Beloit, Wis.



## THE STRENGTH AND THE WEAKNESS OF ADVERTISING SIGNS.

NEED TO BE BACKED UP WITH PERIODICAL ADVERTISING—SPEAKS "THE LAST WORD" IN A CAMPAIGN—ANSWER TO CONCLUSIONS DRAWN BY POST, OF DEVOE PAINTS.

*By Llewellyn E. Pratt,*

Sales Manager, American Art Works, Coshocton, O.

I am going to ask you for space enough to express my astonishment at the conclusions drawn by Mr. Charles H. Post, with regard to the value of signs for advertising, if Lynn G. Wright's article in *PRINTERS' INK* of August 18th quotes him correctly.

An advertising sign, in many cases, is not an argument for the use of an article; it is the last word in a publicity campaign. If it is a cheap outdoor tacker it is merely an attention attracter, like the newspaper headline. When properly worded, the sign tells where the article the buying public wants may be obtained.

A sign without newspaper, magazine or circular advertising, in short without selling talk, to precede it would be about as convincing as an orator's conclusion without the speech which has gone before. *PRINTERS' INK* estimates that six hundred million dollars is America's annual advertising appropriation. Of this, specialty advertising, including signs, receives about ten per cent.

Specialty advertising cheerfully admits that oftentimes it is not intended to create a demand. If you wanted to have someone you do not know visit you in your home, you would not feel that by hanging a street number on your front door you had done all that was necessary, would you? Still, after having made the person's acquaintance and having aroused the desire in his mind to pay you a visit, the street number on your front door might help him to find the right house, don't you think?

Furthermore, as in newspapers and magazines, there are signs and

signs. Mr. Wright does not say what kind of a sign Mr. Post used when he surreptitiously tacked them up in the cold gray dawn, but it is safe to assume that, even having omitted a convincing, continuous educational campaign in the local paper in advance of the sign, he did not use one of those elaborate pictorial signs which tell a whole story as well as a single picture can tell it—the kind of a sign which "has accomplished wonders for some things," as Mr. Post admits. If Mr. Wright understood Mr. Post the latter did not even give the local dealers any talking points for Brown's Camphorated Dentrifice; all he said to the dealer was "how many bottles?" The signs sold the goods to the dealer, instead of Mr. Post doing the selling and then allowing those little signs to help the dealer move the goods. It appears that the only real salesmanship was done by the signs, which were in the position of the horse which was placed behind the cart, willing, but hopelessly handicapped.

In conclusion, the point I wish to make to *PRINTERS' INK* readers is, that while those of us who are in the specialty end of the advertising profession are enthusiastic advocates of newspaper and magazine publicity and urge its use among our clients, we are so sure of the fact that the well-made sign speaks the last word in the store where the goods are sold that we never feel called upon to make invidious comparisons between the correlated and interdependent branches of advertising. It cannot be that we are also more appreciative of the power of all legitimate advertising than are some of those who write contracts for newspaper space! Every wide-awake advertising man knows that sufficient money spent in the interest-compelling, desire-arousing argument backed up by the last word—the sign in the store window, or in the store where sales are made, is the co-operative service which gets the money for the advertiser.



# The Chicago Sunday Examiner

Is known by those advertisers who have used it as

## The Country's Greatest Advertising Medium

It outpulls its three other Sunday contemporaries,  
because

The Examiner has more circulation than all the other Chicago Sunday papers combined

Examiner, net paid Sunday . . . 624,607  
for 55c. per line

Tribune, Record-Herald and Inter-Ocean,  
Estimated, Sunday, *Combined* . . . 550,000  
for \$1.05 per line

The advertiser reaches each 100,000 homes  
in the EXAMINER . . . for .089c. per line  
In the three other papers . . . for .189c. per line

# Chicago Examiner

Eastern Office,  
M. D. HUNTON,  
Madison Square Building,  
New York.

Western Office,  
E. C. BODE,  
146 Franklin Street,  
Chicago.

# Something Doing in Boston

## Day by Day

Circulation statement of  
The Boston Daily Post and  
Boston Sunday Post each  
day for the month of Au-  
gust, 1910:

Aug.	1.....	Sunday.	Daily.
	2.....		340,395
	3.....		340,776
	4.....		342,025
	5.....		345,109
	6.....		347,716
	7.....	258,844	347,387
	8.....		348,977
	9.....		349,707
	10.....		389,914
	11.....		346,310
	12.....		349,733
	13.....		351,164
	14.....	261,006	
	15.....		352,311
	16.....		354,088
	17.....		353,813
	18.....		352,835
	19.....		352,777
	20.....		353,766
	21.....	262,063	
	22.....		353,505
	23.....		352,393
	24.....		352,369
	25.....		352,425
	26.....		351,896
	27.....		352,542
	28.....	262,912	
	29.....		352,225
	30.....		351,634
	31.....		351,250

TOTAL BOSTON DAILY  
POSTS, 27 Days

**9,488,992**

TOTAL BOSTON SUNDAY  
POSTS, 4 Days

**1,044,825**

BOSTON DAILY POST  
AVERAGE .....351,444

BOSTON SUNDAY POST  
AVERAGE .....261,206

# 351,444

*Average August, 1910*

## Boston Daily Post

☞ A Gain of 15,920 copies per day over July, 1910, and a Gain of 60,129 copies per day over August, 1909.

☞ It exceeds by a wide margin the circulation of any other morning newspaper in the country, with the one exception of the New York World.

# 261,206

*Average August, 1910*

## Boston Sunday Post

☞ A Gain of 3,688 copies per Sunday over July, 1910, and a Gain of 12,903 copies per Sunday over August, 1909.

☞ Not over five other Sunday newspapers in the entire country surpass or equal the circulation of the Boston Sunday Post.

# ALL BOOKS OPEN TO ALL

Boston Post circulation was recently investigated, verified and certified by the National Shawmut Bank and the First National Bank of Boston (the two largest national banks in New England) and by the Federal Trust Company of Boston.

## CALOX'S ADVERTISING BATTLE AGAINST INCREDULITY.

FIVE YEARS' ADVERTISING ESTABLISHES THE AT FIRST DISBELIEVED FACT THAT CALOX IS SOLID OXYGEN.

*By Frank T. Hill.*

So many ingenious and manufactured "arguments" have been put up to the public through advertising, that it is not strange that fact sometimes seems more incredible than fiction.

Consequently when a staid and well-known drug house like McKesson & Robbins, wholesale druggists, New York (with never a consumer advertisement to their credit for three-quarters of a century), puts "Calox" tooth powder on the market, and makes argument from the fact that it is oxygen in solid form—is there any wonder that a mountain of incredulity is awakened in both profession and public?

Without a campaign of education undoubtedly such a powder would have remained branded a freak at best, and secured only a limited sale. But after five years of battling against this incredulity through the printed page this company has thoroughly established it and is now making plans to put out a new product, a toothbrush, by the same successful motive force—advertising.

The story of how McKesson & Robbins pushed through the wall of incredulity with Calox is significant of the constructive and defensive possibilities of intelligent consumer advertising for other manufacturers.

McKesson & Robbins received hundreds of letters when they began advertising Calox, from people informing them that they were doing a well-nigh criminal thing, squandering an excellent reputation by attempting to make the public swallow an evident "fake."

"You can't mean to tell me that your powder contains oxygen," wrote an eminent Denver chemist. "I appreciate, of course, that there

is oxygen in almost everything. Wood, and possibly even rock, contain oxygen, but the oxygen in them is not in such a form as would justify the making of a selling argument out of the fact."

These complaints naturally set E. H. Gane, the advertising manager of Calox, to thinking. Evidently everything was not going to be plain sailing. If professional men were going to be skeptical, what of "the masses"? Mr. Gane wrote the Denver chemist and others like him, thanking them for their personal interest in the matter, referring them to the Calox patent and suggesting instances in chemistry where oxygen is to be found

Dentists advise the use of  
**CALOX, the Oxygen Tooth Powder.**

*A prominent dentist says:*  
"I can always tell which of my patients are using CALOX, the Oxygen Tooth Powder, by the splendid condition of their teeth. With the daily use of CALOX the teeth certainly become whiter and the gums healthier and firm."

**The OXYGEN Does It!**

Solely Made and Bottled under the name of a Gift  
**McKesson & Robbins, 51 Fulton Street, New York City**

POPULARIZING THE OXYGEN QUALITIES OF  
A TOOTH-POWDER.

in solid form. As for the general public, it was determined that the Calox advertising, at least during its initial period, should be nothing if not conclusive, leaving not the least loophole for skepticism as to the claims put forth.

The later success of Calox has undoubtedly been very largely the result of this careful groundwork of popular education in chemistry. In some of his early advertising, Mr. Gane took great pains to explain how recent advances in chemistry had made Calox possible.

He explained that when water is added to "carbide," acetylene gas is the result. The public appreciated that for a fact. He then explained that Calox is to oxygen what "carbide" is to acetylene gas, the oxygen being liberated by the addition of the water.

As a future and visual proof of a conclusive nature, Mr. Gane evolved a clever idea. He offered to send a little potassium permanganate to anybody who doubted that Calox contained oxygen ready to be liberated, as was claimed for it. An attractive little home experiment was suggested. The reader was instructed to dissolve the potassium permanganate in a small glass of water. The result would be a pinkish liquid. Then if a little Calox was added, and the whole was stirred, the pink would be seen to disappear and the water to take on its original color.

Some sent for the potassium permanganate and tried the experiment. They really did not know what had happened when the pink *did* disappear, but the Calox acted as had been predicted of it. Furthermore, the directions seemed learned. Therefore, the results appeared eminently satisfactory and conclusive. With many others the mere open offer to supply the materials for an experiment, and the willingness to abide by the results, appeared conclusive enough, especially when the long-established reputation of McKesson & Robbins came into the reckoning, too.

At other times pains were taken to explain that the oxygen in Calox is in the form of peroxide of hydrogen, only in powdered instead of liquid form.

McKesson & Robbins had a big advantage when it was determined to put this new tooth powder on the market. The sales force had been well-organized for many, many years. Consequently work with the trade merely meant the addition of a few Calox samples to the lines of goods regularly by the men on their rounds.

But some one in the firm was wise enough to appreciate that even the best of firm reputations

is not enough in itself to accomplish the biggest possible sales of a tooth powder, in these days when dentifrices are being advertised by the score. And so, in spite of the fact that the salesmen were coming in with reports of big initial sales of Calox, a campaign in the magazines was launched some eighteen months after Calox was first on the market and had attained a good distribution.

The largest amount expended to date for Calox advertising in any one year was during the third season. To give a fair idea of the

## There is Oxygen in



### The OXYGEN Tooth Powder

THE question is sometimes asked—How do you get Oxygen, which is a gas, into a tooth powder and keep it there? This is done by taking advantage of recent advances in chemistry which have enabled us to prepare compounds which when added to water evolve Oxygen gas just in the same way as the acetylene gas of the acetylene lamp is set free when water is added to "carbide."

These Oxygen compounds are added to a carefully selected base which is nicely flavored and designed to preserve the Oxygen compounds until such time as the powder is required. Then when CALOX is used in contact with the mouth fluids the Oxygen is slowly set free. It is not evolved all at once, but gradually and in proportion to the needs of the mouth and teeth. When decay attacks the teeth, or when any fermenting food particles are found between or upon the teeth, acids are always formed in the mouth, and these cause a more rapid liberation of Oxygen resulting in the destruction of germs that cause decay or fermentation, while at the same time the acids are neutralized. This is what gives CALOX its insuperable superiority over all other dentifrices.

#### Prove It Yourself by an Interesting Experiment

We will send you on request a few tablets of Potassium Permanganate. Just dissolve one of these in half a wine glass of water and you will have a pink colored liquid. Now add a little CALOX to this liquid, stir and the color and disagreeable taste passes the presence of Oxygen.

Calox is sold by all druggists, etc.

Do not mistake our real product for an imitation of a cheap foreign one.

McKESSON & ROBBINS, 91-97 Fulton St., NEW YORK

#### EXPLAINING OXYGEN TO THE LAYMAN.

way in which Calox sales have jumped up and up, the following figures will be of interest: The second year's sales were equal to three times the first (in spite of the goodly orders the salesmen brought in); the third year's sales equalled twice those of the second; the fourth year's sales were 80 per cent ahead of the third's, and the fifth year's sales have been 50 per cent ahead of the fourth's.

The Calox advertising to-day is confined to about a dozen magazines, and is found in practically no newspapers, a couple of exceptions having been made in New York and Boston of late, in view of the fact that Calox sales condi-

This is the new "Gimbel Type" designed for Mr. George H. Perry and cut especially to advertise Gimbel Brothers new New York store in the Brooklyn Standard Union—and other prominent papers in Greater New York.

Gimbel Brothers selection of the Standard Union for extra large copy stamps this firm as a progressive advertiser.

tions there have been found to be very healthy.

Possibly no series of Calox ads has attracted so much attention as the optical illusion containing the series of girls' faces in a row for which J. W. Morgan, the advertising agent who has handled the account, was largely responsible. This series has called forth no end of comment and interest. People have written in by the score to protest that they found *six* girls heads and only *five* hands pointing at them, that one hand must have been overlooked. The idea of the heads has been copied extensively, both in this country and abroad. The design has even been appropriated in its entirety. But no objection has been offered, inasmuch as it has been felt that the "steals" were true flattery to Calox. Some car-card work has been done in the New York subway, the street cars of Brooklyn and of Syracuse.

The sample has played a large part in the sales work for Calox. The ads have invariably contained the offer of a sample for five cents, which contrasts with the Colgate and the Williams well-known four-cent sample offer. Samples have been given to the druggists in large numbers for distribution over the counter. The Hegeman stores, for instance, have been found particularly willing to co-operate in this regard. In the smaller towns, the rule has been followed of giving such Calox samples to one drug store each. In this way it has been found that the proprietor is more willing to co-operate, inasmuch as he is then appearing to make a specialty of Calox and can build up something of an individual reputation on that basis.

#### NEW YORK VS. CHICAGO MANNER OF BUSINESS.

NEW YORK, August 20, 1910.

Editor of PRINTERS' INK:

A friend of the present writer recently received an order from a Chicago advertising agency, recently organized, to prepare a series of advertisements for a certain product that is being nationally advertised. There was no stipulated price of payment, but the advertisements were accepted, and paid for at once by a check of such liberal

size as to cause my friend to institute a comparison between the ways of the Western agents and those of the East. And the latter suffered by the comparison.

My friend's work secured the business for this particular Eastern agency, and the contract ran into five figures. Nevertheless he was paid a sum of money representing about one-fifth of what the Chicago agency paid him, and he had to haggle a good deal to get that.

Which opens up a fine question as to the respective value of brains in New York and in Chicago. Undoubtedly the New York concern would profit far more by my friend's work than could the Chicago house, inasmuch as the appropriation was greater, and the commissions would be proportionately greater; nevertheless the "inverse ratio" appeared to rule in the New York agency. Again the Chicago house paid instantly on delivery of the copy, without waiting to see whether the advertiser would accept or reject it. The outlay was considered "missionary work" in a sense, and undoubtedly charged to that account, although it happened that the copy was ultimately approved by the advertiser.

In the case of the New York agency, the writer had to make many trips to their offices, and finally accompany one of its representatives to the advertisers in person and explain the plan and all its ramifications. He was paid at the rate of about eight dollars a day for his time. The Chicago agency paid him at the rate of about \$35 a day for the time he was actually engaged on the job.

Now, if this writer conceives any good advertising idea in the line of an original and forceful campaign, is he likely to offer it to a New York agency or to a Western one? Who will get the preference—the option on his ideas? Is it not pitiful to think that a great advertising city like New York should possess advertising agencies so penurious in their ideas of rewarding brains, while Chicago voluntarily bids high for the same class of work?

I do not say that all advertising agencies in this city are on a par with the one just quoted—and maybe all agencies in Chicago are not so liberal, but the wide discrepancy in the estimate of a just reward for brain work seems to argue that clever ideas are more valued in the West than in the East. If this should be the rule—and advertising writers assert that it is—then we in the East must soon hide our diminished heads in the realms of progressive publicity, and acknowledge that the West has us "beaten to a frazzle," as our friend "Teddy" would say.

Of course there are enterprising advertisers here in New York and vicinity who are always willing to pay handsomely for good and practical advertising ideas, but if their business happens to be handled by an agency like the one described above, it is more than likely that the advertiser himself will often miss "good things," solely through the parsimony of the agency representing him.

JOHN S. GREY.

# WHO

## DOES YOUR ADVERTISING AGENT REPRESENT?

This is a straightforward frank question. Behind it is a condition worth the serious thought of every advertiser. There are three different parties whom every advertising agent can represent.

- (a) He can represent the publications and work closely with them.
- (b) He can represent himself and work for his own orders rather than for results for the advertiser.
- (c) He can work for the advertiser alone, first, last and all the time.

The advertising agents who are most respected by client and competitor alike, represent the advertiser only. They have the business sense to know that their own ultimate greatest success depends on their absolute loyalty to the advertiser.

With this explanation in mind, ask yourself, "Who does my advertising agent represent—the publications, himself or me?"

Until you really try to answer this question satisfactorily, you will not be able to appreciate the character of the service which you should receive from your advertising agent.

Again, is he your agent; is he his own agent; or, is he the agent of the publications?

*M.P. Gould Company*

General Magazine, Newspaper and Outdoor Advertising Agency

31 EAST 22d STREET

NEW YORK



## NEW ADVERTISERS STIRRED UP BY "PRINT- ERS' INK."

"CONSTRUCTIVE CAMPAIGNS" BY  
J. GEORGE FREDERICK RESULT IN  
DEVELOPMENT OF NEW ADVERTIS-  
ERS—LATEST EXAMPLES, JEWELRY,  
TEA AND RAILWAY FREIGHT SER-  
VICE.

Ever since the first of PRINTERS' INK's series of constructive campaigns began, telling how merchandise not advertised might be profitably advertised, campaigns modeled closely along the lines suggested by PRINTERS' INK have appeared. Several have reproduced the exact layout and have since kept continuously at advertising. When the constructive campaigns on umbrellas, woollens, spices, peas, tea, cheese, sponges, hotwater bottles, etc., appeared there were no advertisers in these lines—to-day there are a number.

Two of the last of these constructive campaigns to produce re-

"Marquise Tea," by the Wm. Welch Stanley Co., Boston. A number of magazines are being used.

But perhaps the most interesting of all the advertisers stirred up is a railway which has followed the suggestion of PRINTERS' INK and is advertising its freight service. The Chicago Belt Line Railway is advertising its freight service in the Chicago newspapers, and the phenomenon is so novel

*Do you realize  
That Lockets are thought  
more in Vogue than ever?*

Particularly handsome and appropriate for all occasions are the large, beautiful, and durable, character and refinement.

The series of creative locket necklaces, which are made in the W. & H. Co. factory, in which previous campaigns, in previous years, have been successful.

**Tell Your Jeweler You Want to  
See WIGHTMAN & HOUGH Co. Lockets**

Remember, ladies, that the locket is the most beautiful of all jewelry.

Always find the locket that is most popular on the market. It is the most beautiful of all jewelry and the most durable. It is the most beautiful of all jewelry and the most durable. It is the most beautiful of all jewelry and the most durable.

**WIGHTMAN & HOUGH CO. PROVIDENCE, R. I.**

sults are those on railway freight service and trade-marked jewelry. In the September magazines appears a new trade-marked jewelry specialty. Wightman & Hough Co., Providence, R. I., is advertising a trade-marked locket.

Besides the very interesting national advertising of Salada Teas (the first national account since the constructive campaign on tea appeared) there has appeared another tea nationally advertised—

**Have You Tried  
MARQUISE TEA**

It is a delicious blend of the products of the finest hill gardens of India and Ceylon. It is the sort that you can drink with delight in Montreal or London and realize that you could get at home.

To most American housekeepers that is their first choice to get, at any price, the sort of tea that is used in the best English homes. It is superior in flavor, aroma and golden color to the tea that can be brought anywhere in the United States, excepting in a very few localities. It is also most economical, because you will need much less of the capital than of other kinds of tea.

We are importers and blenders, and we sell direct, giving you most of the profit that usually goes to wholesalers and retailers.

**Write to our office:** We will send, on request, a full-sized sample, about 100 grains, wrapped in sealed foil, free of charge. The sample is sent to you on the day of the receipt of the order, or on the day of the receipt of the order, or on the day of the receipt of the order. We will send, on request, a full-sized sample, about 100 grains, wrapped in sealed foil, free of charge. The sample is sent to you on the day of the receipt of the order, or on the day of the receipt of the order, or on the day of the receipt of the order.

**WILLIAM WELCH STANLEY CO., Ltd.**  
101 Franklin Street, Boston, Mass.

that the Chicago *Post*, one of the mediums used, comments upon it editorially:

There is an extremely interesting sign of present-day tendencies in our advertising columns this afternoon. For the first time in the history of this modern science a great railroad advertises its freight service as well as its passenger service.

This step means a good deal. It means that advertising has added one more mighty industrial area to its domain, and there will be few to predict that it will ever relinquish its overlordship. Such has not been the experience of the past.

But, we believe, the innovation means even more to the railroad and to the shipper. For we cannot help feeling that it is a peculiarly public and emphatic sign that the healthy, aboveboard tactics of modern business have permanently come into their own in a field of competition once famed for its secret guerrilla warfare. Advertisements, we will wager, will prove a good sight better than rebates. Their drawing power is greater and their cost is much lower.

The average business man may not

know just what a railroad can find to advertise in its freight service. But if he will look over the sample submitted to-day he will find that it can offer facts exactly as interesting and logical as those that have been put forward for years concerning the excellencies of passenger facilities.

Indeed, when one stops to think of it, it is far more logical to advertise freight than passenger service. For the latter is in a sense a luxury. With the heavy costs of maintenance charged against it, it does not show a profit to any railroad in the country. It is the uncompromising old, red freight car that supports the roads. Everything that can be done to make it more useful and more profitable is an accomplishment of fundamental value.

We look to see railroad freight advertising blossom out into one of the great branches of a constantly developing science. We believe that it will justify itself quickly enough to surprise even those who have shown their faith in it.

#### THAT MARKET PLACE FOR IDEAS.

156 Reid Avenue.  
BROOKLYN, N. Y., Aug. 27, 1910.

Editor of PRINTERS' INK:

Friend J. G. Hitzler asks a question which I would like to see bearing fruit. I refer to his suggestion of a "market for ideas."

A single good idea carried into effect often makes a fortune; but, here's the rub, fortunes are often lost because the creator is unable to make the idea into a substantial money-making reality. He needs assistance.

I know whereof I speak by experience.

By the way, why have you no table of contents to your Educator?

How is it that the mag. cannot be obtained by the ordinary news agent in this locality?

G. A. GABRIELSON.

#### ATLANTA CLUB'S NEW MOVE.

At a meeting of the Ad Men's Club, of Atlanta, on August 31st, William F. Parkhurst was elected president, succeeding G. M. Chapin. One of the important matters accomplished at the meeting was the appointment of a committee to pass upon the merits of all advertising schemes offered to the president of the club. It was decided that large cards should be printed and placed in the offices of the club members stating that before any proposition would be considered it must have the approval of the "protection committee" of the Ad Men's Club. It will be the duty of this advertising committee to look carefully into the merits of any advertising proposition advanced and if found worthy to issue a permit to the solicitor which will be recognized by advertisers who are members of the club.

## Make Your Advertising "Pile Up."

¶ That advertising is most effective which reaches the same people over and over again. Not the first nor the fifth nor the tenth announcement alone makes the impression, but the constant and regular appearance of the advertising story wins the customer. This is cumulative effect.

¶ The average subscription to Collier's is ordered for more than a year in advance. Any advertiser is welcome to a public accountant's statement to this effect.

¶ It follows that an advertiser who uses Collier's regularly will have an absolute guarantee that his announcements will go into the same homes every week, will be read by the same people, and will be making the "slow-but-sure" impression that means business.

*T. L. Patterson.*  
Manager Advertising Dept.

# Collier's

THE NATIONAL WEEKLY

## REACHING THE THOUS- ANDTH MAN THROUGH NATIONAL MEDIUMS.

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HOGGSON BROTHERS, BUILDERS, OF NEW YORK, ADVERTISING TO DESIGN, BUILD AND EQUIP A HOME OR COMMERCIAL STRUCTURE COMPLETE—PROBLEM TO SECURE THE ONE MAN IN 10,000—AN INTERESTING AND COURAGEOUS "SELLING" CAMPAIGN.

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There are few campaigns in which so much circulation is "waste" as in that of Hoggson Brothers, builders, of New York, and there are only a few national advertisers of professional service. Only a relative few of the readers of general magazines are able or are ready to build a new high-class home; and of these few only a fraction are in a position to invest \$15,000 or \$20,000, which amount is the minimum contract which Hoggson Brothers are able to accept and fulfill at points distant from New York. It is the business of this firm to build homes for Americans of substantial means who wish their homes to avoid the appearance of shabbiness or a suggestion of pinched resources; and to erect structures for banks and other industrial concerns which desire to be housed in a manner to express solidity, character and good taste. Yet in the face of the fact that relatively so few of the readers of its advertising mediums are even prospects, Hoggson Brothers are satisfied that the advertising has produced business profitably.

A remark of the advertising manager makes clear how like hunting for the needle in the proverbial haystack is this line of advertising. He said that only one inquiry out of twenty received was worth following up energetically. Those who are sufficiently interested to inquire, that is those who are actually planning to build, comprise roughly less than a thousandth of the public which sees the advertising. When it is considered that this one valuable inquiry is, after all, only a "pros-

pect" who may or may not pay for the Hoggson building service, one comprehends the advertising difficulties confronting the firm.

Yet the campaign is justified in the eyes of the directors of the business, for when a "sale" is made it represents the passing of a sizable amount of money.

While to a certain degree experimental, the advertising of the past ten months in *Country Life in America*, in *Suburban Life*, in the *House Beautiful* and in *House and Garden* has served to throw light upon the direction in which the campaign may be further extended. It is likely that the copy will be placed in several other mediums where the number of "prospects" are believed to be the largest.

Hoggson Brothers have made a specialty of bank building and the construction of fine private residences. Since the firm began business in 1888 orders have come in naturally. One building has stimulated other contracts. In this way the territory of activity has slowly broadened, rendering it advisable from time to time to open branch departments in the larger cities of the country. It has been comparatively easy to ascertain from published lists the names of those banks which were intending to build. But in the case of the individual who is planning to build a house, the problem is difficult, for a distant contractor does not know of the individual's plans until the architect has submitted the drawings and the work upon the foundations has begun. Clearly it is impossible to secure a contract under those conditions. The man must be influenced to consider the service of Hoggson Brothers when the thought first comes to him that he would do well to build a better residence. It was as clear to the firm's managers as to anyone else of sense that the only way in which their suggestions could be ready for consideration at the right time was to advertise nationally.

Were Hoggson Brothers merely builders, they would find their proposition easier. An understanding with architects would

# ROOSEVELT SAW IT—

He foretold the great  
future of Oakland



"Commercial  
advantages

which will some day  
make it the greatest  
railroad terminal on  
the Pacific Coast."—  
Roosevelt.

Roosevelt and every  
other wideawake East-  
ern business man

knows of Oakland's 18 miles of water front; of Oak-  
land's 600 manufacturing concerns; of Oakland's 4  
great transcontinental railway terminals; of Oak-  
land's 800 miles of macadamised roads to facilitate  
commerce; of Oakland's marvelous increase in bank  
clearances in 1909; of its thousands of fine homes.

**Greater Oakland (Berkeley, Oakland, Alameda)**  
**contains 285,000 inhabitants**

Modern retail stores, patronized by a frugal,  
home-trading class of citizens afford excellent op-  
portunities to Eastern advertisers for quick distri-  
bution of merchandise.

**THE TRIBUNE**

**Largest on the Coast**

Oakland's Leading  
Daily Newspaper is the  
Largest Evening Paper  
West of Chicago

Carries 85 per cent. of all the Eastern accounts;  
carries 67 of the local firms exclusively; has 57 big  
San Francisco advertisers exclusively.

**OAKLAND, CAL.**

bring many contracts to them that they cannot now secure.

The firm's representative ascertains of a prospective customer the style of house desired and guarantees to deliver a brand of "goods" to the entire satisfaction of the purchaser. A knowledge of Hoggson Brothers' position as national advertisers is apt to guarantee the quality of the product, in the eyes of the purchaser, in advance. He has learned that widely advertised trade-marked

own town. Hoggson Brothers, unlike manufacturers of food and clothes, cannot secure a national "distribution." The advertising, therefore, must draw the man who is planning to build out of a rut worn deep by long-time practice.

However, a man does not build a \$25,000 or \$50,000 residence in the off-hand manner that he would buy a suit of clothes. The building of a home is a vital procedure, to be done only after mature deliberation. Any concern that can guarantee a good home is sure to have a hearing. For this reason, too, Hoggson Brothers have experienced little resistance due to the old doctrine that a man should patronize home industry. If a man does object to placing an expensive contract away from home, the contractors point out to him that they make it a policy to have the work done as far as possible by local workmen—laborers, carpenters, plasterers and plumbers.

The novelty of a national building service has brought a great number of replies from undesirable customers. Every day letters are received at the Hoggson Brothers' headquarters in New York wherein are requests that they undertake to build a bungalow in Kansas, a two thousand dollar house in Ohio or a two-story frame bank in Montana. Such requests are invariably refused. A man skilled in reading character from handwriting and stationery sifts the inquiries and decides upon those which are worth while to follow up.

While the Hoggson advertising has been appearing only since last November, a satisfactory number of good contracts have been closed by it. Considered strictly on the basis of business produced this experimental campaign has been worth while. But it is not forgotten by the directors that many men who will build in the future are slowly becoming acquainted with the idea of a national building service. The firm confidently expects to erect structures some day for men who to-day may not be financially able even to consider patronizing it.

## A WORD ABOUT the COST of BUILDING

A gentleman who recently purchased a country estate desired either to remodel the old house or build a new one. He stated that he had followed our advertisement and had formed a very favorable idea of the Hoggson Building Method but was inclined to think that it would cost him more to have the work done by us.

We were much surprised that such an impression should exist. As this gentleman discovered upon investigation, the economy of the Hoggson Method is on a par with its efficiency.

In case we have not made this perfectly clear in our former advertisements, we wish to do so now.

It is a fact—one which we are ready to prove—that building by the Hoggson Method never costs more, and often less than by other methods.

It will pay you to confer with us regarding your building or remodeling projects. We have representatives in fifteen states and can handle work anywhere.

**HOGGSON BROTHERS**  
2751 EAST FORTY-FOURTH STREET NEW YORK CITY

goods of any kind must keep to a high grade of quality, else the future income from the advertising will be seriously decreased. He has come to know that an advertiser in the limelight of the advertising columns considers it an open invitation to business disaster to spend hundreds of thousands to establish his name only to deliver a mediocre or poor grade of goods.

A real difficulty, however, is that the line from the distant customer to the office of the firm in New York is the line of greatest resistance to an ordinary man. It is the exceptional individual who can resist the temptation to get into touch with the nearest available means of satisfying his desires. An individual naturally seeks the architect in his

# BELIEVE ROOSEVELT?

THEN YOU MUST KNOW  
ABOUT OAKLAND

When in Oakland he said:

"In Oakland one finds the  
soft air of Italy and beauty of  
English villages combined!"



These facts make  
Greater Oakland  
a most desirable  
place for habitation.  
This accounts for its  
marvelous growth in  
population in ten years.  
It has constructed over  
7000 new homes this  
year. It will expend  
over \$8,000,000 in 1910  
on municipal and mer-  
cantile structures.

IT HAS more miles of macadamized roads than  
any other city in America of given area.

IT HAS more money on deposit per capita of popu-  
lation than any other city.

IT HAD the largest percentage of increase in  
bank clearances in 1909.

Greatest  
on the Coast

The leading newspaper  
of Oakland is the largest  
evening daily west of Chi-  
cago. It is absolutely free  
from any competition.

## The Oakland Tribune

DAILY AND SUNDAY

Carries more foreign accounts than any other pub-  
lication on the coast. It carries 65 per cent of all  
local advertisers exclusively. It carries (exclusively  
in Oakland) fifty-seven of San Francisco's best ad-  
vertisers also.

REFER to any local merchant.



## SOME STAFF CHANGES IN SUCCESS MAGAZINE.

NEWSPAPER STORY OF POLITICAL  
CONTROL DENIED—NO STAFF  
CHANGES ASIDE FROM TWO MEN—  
PRESIDENT HIGGINS' STATEMENT.

With regard to recent changes in the personnel of the *Success Magazine* organization, as reported in the daily newspapers, Edward E. Higgins, president of The Success Company, said in an interview with the representative of **PRINTERS' INK**:

"I have been much amused at the newspaper reports suggesting that the changes just made may have some political significance. There is, of course, no basis whatever for such speculations. *Success Magazine* is not, and never has been, 'in politics' in any true sense, although it has always expressed itself fearlessly and with emphasis on certain phases of National politics, such as Cannonism, Conservation of National Resources, Direct Primary principles, etc. There has always been substantial unanimity among its owners and editors in such matters, and no change of policy is, or has been at any time, in contemplation. The idea that *Success Magazine's* influence could be purchased by 'Old Guards,' or by any other political interests whatsoever, is little less than comic.

"What has happened with us, is merely this: David G. Evans, of our advertising organization, and Samuel Merwin, editor of *Success Magazine*, together with an outside capitalist, came to me a short time ago with a proposition to purchase a considerable interest in the *Success* properties. No interest could be found for sale, my partners and myself desiring to retain all our present holdings. In the disappointment which followed, a situation was created which seemed to make it best for all parties in interest that Mr. Evans and Mr. Merwin should withdraw from our staff.

"H. A. Lewis, who has been for some seven or eight years

in charge of our agency organization, has become treasurer in place of Mr. Evans, and Howard Brubaker, who has also been with us for years, will assume, for the present at least, Mr. Merwin's duties. There are no other changes in our organization; Dr. Marden, of course, continuing as editorial director, and Frank E. Morrison as advertising manager.

"As before stated, the stock interests in the company remain the same, Dr. Marden and I owning a substantial majority of the outstanding issue."

## LAY HUMORISTS MAKE SUGGESTIONS.

Godfrey S. Mahn, a New York tobaccoist, has been advertising a new smoking mixture for some time past new in the local papers. It is: "Barking Dog Smoking Mixture—It Never Bites."

The possibilities of the "sub-title trade-mark" are many and various. One thing at least can be said in its favor, that it is not another half-baked attempt to copy the "Unecda" type of trade-marked name, of which there have been so many, from "Uwanta" and "Try-a-bit-a" down.

A few clever minds have set themselves at the task of originating a list of other "sub-title trade-marks" with potential possibilities. The results of their labors are found in the following partial list, which appears in the *New York Mail*:

Time-and-Tide Elevators—They  
Wait for No Man.  
Revenge Chocolate—It's Sweet.  
The Hound's Tooth Laundry—  
It's Clean.  
Douglas Steaks—Tender and  
True.  
True-Love Peroxide—It Never  
Dyes.  
Sweet Afton Fountain Pen—  
It Flows Gently.  
The Heathen Chinese Skirt—  
It's Peculiar.  
Perseverance Ammunition—It  
Kills the Game.  
Money Bran—It Makes the  
Mare Go.  
Burnt Child Gasoline—It  
Dreads the Fire.  
Love Cocktails—They Make  
the World Go Round.  
Uses-of-Adversity Taffy—It's  
Sweet.  
The Mercy Quality Elevator—  
It Droppeth as the Gentle  
Rain from Heaven.

T. T. Redington, of Chicago, has succeeded A. W. Sherer, who is now with the *Associated Sunday Magazines* of Chicago as advertising manager of the McCray Refrigerator Company, Kendallville, Ind.



BOSTON ITEMS.

The Jordan Marsh Company, one of Boston's leading drygoods dealers, is using a few New England papers advertising its fall announcements.

A. S. Hanson, general passenger agent for the New York Central lines, is planning to do some advertising in New England papers for their autumn excursions.

The advertising of the Alpha Salad Cream is handled by the F. P. Shumway Company. A few papers in New England are being used.

Orders for the advertising of the Walker & Pratt Company, manufacturers of Crawford Ranges, are going out through the Walter C. Lewis Company, Equitable Building, Boston. A large list of daily and weekly papers is being used. Copy is twenty inches running every other day for thirty-nine times.

General publications are being used by the Boston office of the George Batten Company on the advertising of F. S. Webster Company, business and office supplies.

Orders are going out from the Boston office of the Wyckoff Advertising Company for the Judson Freight Forwarding Company. Newspapers are used once a week for a year.

A. T. Bond, 16 Central street, Boston, is sending copy on the Whitehouse Coffee advertising for October issues to leading magazines.

William I. Hamilton is the new representative of *Scribner's* in New England.

The Ernest J. Goulston Agency, 17 Milk street, is placing eight inches twelve times for the Oak Grove Farm Creamery on "Berwick" Cakes. The advertising of the Boot & Shoe Workers' Union will be placed by this agency in the large cities of the Middle West about October 1st, running thirty inches twelve times.

At the luncheon of the Pilgrim Publicity Association, August 31st, Mr. Frank C. Brown, a director of the Drama League of America, and one of the authors of an interesting report on the theatrical situation in Boston, was the speaker. His subject was "The Indecent Stage" and the purpose of the Drama League.

The F. P. Shumway Company is handling the advertising of Burdett College. Eight-inch copy is used in newspapers.

The F. P. Shumway Company is handling all of the advertising of the American Hide & Leather Company. This agency is also planning a magazine campaign for the Leslie Mfg. Company, owners of the Spira-Kit Safety Razor.

**Long-winded ads need  
large space, at large cost.  
You pay.**

**Fewer people read them. You  
lose.**

**I write advertisements to sell  
goods—not to fill space.**

**B. D'EMO**

McCORMICK BUILDING CHICAGO

Wrigley's Spearmint  
Jap Rose Soap

"Big 10" Cleaner  
Foulds' Macaroni

City Fuel Co.  
Allwin Go-Carts

## CO-OPERATIVE BOOST METHODS BY 22 IDAHO CITIES.

SOME INTERESTING CO-OPERATIVE  
BOOST WORK BY LEAGUE OF  
SOUTHERN IDAHO CLUBS AND  
HOW IT HAS MADE GOOD—DAILY  
REPORTS TO INDIVIDUAL CLUBS—  
TABLE OF RESULTS ACCOMPLISHED.

*By Reilly Atkinson,*

Secretary-Treasurer, League of Southern Idaho Commercial Clubs.

Ours is a peculiar organization and we believe the only one of its kind in the country. Of course there are numerous other development leagues, but they are all fathered in a way by some one organization which supplies all the funds and takes the credit for practically all of the good work done.

This league, however, is in every sense of the word co-operative. While the dues of the Oregon Development League, for instance, are about \$10 per year, the minimum dues in this league are \$10 per month, or \$120 a year, and the dues of one of our members amounts to \$840 a year. The different clubs pay into our treasury 25 cents per capita of their membership per month, thus placing each one on an equal basis. Our letterhead treats all of the clubs alike; each is mentioned, once, and in alphabetical order.

In the literature which we send, and on the envelopes, the same scheme is carried out. This is a cardinal principle in our organization—we give to each club exactly the same service regardless of the amount of its dues, feeling that the larger cities attract more attention merely because of that fact. Our booklet, for instance, carries two pages devoted to each member of the league.

Our system of work is to first place various advertisements in periodicals selected by the writer. The inquiries to these as they come in every day are answered by this office and a copy of the official booklet of the organiza-

tion sent to each inquirer. A complete list of letters received that day is then made, on which goes the name and address of the writer, the date of the letter and the gist of the inquiry. This list is sent to each member of the league, not once a month, after the names have become old, but on the same day on which the names are received. Each club in the league then sends its literature to these various people and we have also made it a point to have the clubs send their newspapers.

Our advertising has been mostly in the monthly magazines and we have had the best results from the *Pacific Monthly*. We have carried considerable space in the daily papers and obtained the best results from the *Kansas City Weekly Star*. The advertisements are used mostly as a means of obtaining publicity and the names of those who are interested in the West.

We have not done any direct promotion work except by the exposition of our products. We have gathered and shipped the products of this territory to various state fairs and the National Horticultural Congress at Council Bluffs and the Land Exposition at Chicago. This is the most productive colonization work we have ever done. Our exhibits were always accompanied by personal representatives and they have brought us direct and immediate results. This work has also been among the most expensive methods of advertising.

For the next three months we intend to devote our time entirely to state affairs; except we will still continue to place a certain amount of advertising and send out our literature as usual. We are at present mostly interested in the question of good roads and an appropriation of \$50,000 a year from our legislature to be used in the organization of an immigration bureau which will have within it the brains necessary for the proper expenditure of such an amount and the further development of the latent resources of the state.

# Illustrated Sunday Magazine



Ellis Parker Butler



George Ade



John Kendrick Bangs

GEORGE ADE'S latest Fables, which are no doubt his greatest effort, will start in the Illustrated Sunday Magazine, October 2, 1910. The front cover picture for this issue will be by Howard Chandler Christy.

A series by John Kendrick Bangs will start on September 25th, and during October there will begin a serial by Charles Major, author of "When Knighthood Was in Flower," and a series of humorous sketches by Ellis Parker Butler, author of "Pigs is Pigs."

## One Million Circulation

Pittsburgh Gazette Times  
Rochester Democrat & Chronicle  
Memphis Commercial Appeal  
Kansas City Journal  
Cleveland Leader  
Detroit Free Press  
Louisville Courier Journal  
Minneapolis Tribune  
Milwaukee Sentinel  
Cincinnati Com. Tribune

New Orleans Picayune  
Richmond Times Dispatch  
Columbus Dispatch  
Denver Republican  
Buffalo Times  
Montgomery Advertiser  
Worcester Telegram  
Providence Tribune  
Jacksonville Times Union

# Illustrated Sunday Magazine

PAUL BLOCK, Inc.

Chicago

290 Fifth Avenue, New York

Boston

We have expended during the last year approximately \$8,500, and during the last two years we have accomplished the following results:

Sent literature to approximately 25,000 homeseekers.

Induced the Union Pacific Railroad Company to include Idaho in practically all of its advertisements of the West. As this company has spent several hundred thousand dollars during the last two years, the effect of this can be imagined by those who know a railroad's activities.

Conducted illustrated lectures on Southern Idaho in a building erected specially for that purpose at the Alaska-Yukon-Pacific Exposition, giving 12 lectures a day and delivered to over 100,000 people.

Caused a 25 per cent reduction on express rates from Salt Lake City to Southern Idaho points, and a 15 per cent reduction from Portland, Oregon, to Southern Idaho points.

Caused a reduction of express rates from New York and all points east of Buffalo into Southern Idaho which will amount to from 10 to 80 per cent of the former charges and which with the other reductions in express rates will save this territory approximately \$35,000 a year.

Caused a reduction of 5 cents a hundred on lumber, saving this territory about \$40,000 a year.

Caused a reduction of 5 cents a hundred on cement from Utah points and 12½ cents a hundred from Colorado points, saving this territory in the neighborhood of \$40,000 a year.

A reduction of 15 cents a hundred on rice and similar reduction on other food commodities which will save the territory about \$5,000 a year.

A reduction of 50 cents a ton on coal from Wyoming points, which will save the territory \$100,000 a year.

Since the time of the organization of the league the population of the territory covered by it has increased about 25,000 a year, which would be about 20 per cent.

#### COMMON SENSE ABOUT FARMERS AND AUTOS.

Certain distinguished gentlemen, bankers and financiers, are indulging overmuch of anxiety concerning the purchase of motors by farmers. They are listing such purchases among the items of the alleged extravagance of modern life, and are lamenting the indulgence in such luxuries by farmers on whose conservatism they have long banked as an economic safeguard. We imagine they are over-solicitous. It is true that large sums in the past three years have gone into automobiles for farm use, and farmers have drawn down their bank balances accordingly. It is scarcely a difficult guess that this fact has occasioned most of the comment and criticism. Country banks were full of farmers' money and bankers had the profitable handling of it. Country bankers should be reasonable enough to permit the farmer to spend his hard-earned money for his own pleasure and profit without criticism, even if it does lessen their own profits somewhat.

It is well known that many city purchasers of autos have mortgaged their homes and other property in order to buy machines, but a census taken among bankers in a certain agricultural section showed that almost without exception farmers had bought autos with money on deposit without incurring indebtedness. This clear testimony, undoubtedly typical of most sections, should curb criticism which had run rather wild. Usually the farmer who buys a car is worth much more in unincumbered goods than the small bank official or other city salaried man who takes his pleasures in a motor, and is much more entitled to make such investment from an economical standpoint.

Moreover, the auto on the farm is a source of direct profit, rather than merely a means of pleasure. When the farmer figures out that he can save time and money by the purchase of an auto, he will place his order, whether he has money in the bank or not. If every farmer had waited until he could pay cash before he bought his farm implements, production would have been much curtailed. When the auto adds clearly to the profit as well as the pleasure of the farmer, he is justified in buying even if he does discount the growing crops a little; but fortunately a great many farmers do not need to discount anything, unless it should be the other man's paper. No class works harder for its money, no class has a better right to spend it without criticism.—*Finance*.

The eighteen countries of Latin America have a combined population of 67,796,072, according to statistics compiled from the latest available sources by American Consul Frederic W. Gooding, of Montevideo. Brazil heads the list, with 19,910,646. The other countries of 4,000,000 and over are as follows: Mexico, 13,607,259; Argentina, 6,805,684; Peru, 4,500,000; Colombia, 4,000,000.

**The Largest Daily Newspaper  
in New England is**

# **The Evening Bulletin OF PROVIDENCE**

**Largest** in volume of news.

**Largest** in volume of advertising.

**Largest** circulation in New England  
outside Boston.

The combination rate with **The Providence Journal**, the only morning daily in this territory, offers advertisers very low terms for reaching the purchasing element in a prosperous community of 400,000 people

***Rhode Island's Oldest, Largest  
and Best Newspapers***

CHARLES H. EDDY  
*Advertising Representative*

**New York**  
1 Madison Avenue

**Providence**  
Journal Building

**Chicago**  
150 Michigan Avenue

A Monthly  
Edition of **350,000** Copies  
of

# Success Magazine

is now required to supply the  
*increased subscription demand*

**95% Net Sales**

**90% Subscribers**  
100,000 new subscribers have been secured through  
our branch office agency organization—the largest in

**90% Subscribers**  
**100,000** new subscribers have been secured through  
 our branch office agency organization—the largest in  
 the business—this Summer.

*Branch Offices in Petersburg, N. Y., Philadelphia, Pa., Toledo, Ohio,  
 Minneapolis, Minn., Danville, Ill., Oklahoma City, Okla., and San Jose, Cal.*

Success Magazine has *now* more actual paid-in-  
 advance subscribers than any other Standard Magazine  
 and more paid in advance subscribers than our total  
 guaranteed circulation.

Make reservation **now** at present rates for 1911.

**FRANK E. MORRISON, Advertising Manager**

Success Magazine Building, New York

**HARRY T. EVANS, Western Advertising Manager**

Home Insurance Building, Chicago



We are the exclusive  
National Selling Agents  
for the space of more  
than three-fourths of the  
cars in the United States,  
Canada, Cuba, Mexico,  
Porto Rico, Brazil and  
the Philippine Islands

## STREET RAILWAYS ADVERTISING COMPANY

HOME OFFICE: FLATIRON  
BUILDING, NEW YORK

WESTERN OFFICE  
FIRST NAT'L BANK BLDG.  
CHICAGO

PACIFIC COAST OFFICE  
HUMBOLDT BANK BLDG.  
SAN FRANCISCO

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## HOW FAR SHALL SPACE BE VALUED ON A CIRCULATION BASIS?

VARIOUS OPINIONS EXPRESSED—  
WOULD COL. MAPES' SCHEME, IF  
GENERALLY ADOPTED, TEND TO  
MAKE SPECIAL INDUCEMENTS  
FEWER?—WOULD IT NECESSITATE  
EXPENSIVE AUDITS?—HOW AD-  
VERTISING SPACE AND WHEAT  
MIGHT BE BOUGHT ON THE SAME  
PLAN—A GRAVE INJUSTICE OF THE  
PRESENT PLAN.

By P. R. Barney.

Colonel Emery Mapes' plan of buying advertising space for Cream of Wheat on the basis of circulation has now been in effect for several years. Modifications of the same idea have been employed by a limited number of other advertisers, especially those in the "general publicity" camp. The time has come when it will be interesting to note whether this view of circulation buying is gaining or losing ground.

It is difficult to clearly reflect the various opinions held by the different classes of advertising men. Scarcely two are of the same belief. There are advertising agents who are quite as stubbornly "set agin" the pay-according-to-circulation plan as there are other agents who believe it the real panacea for their space-buying difficulties. The same is true among the publishers and the advertisers, too.

As a basis upon which to consider the whole matter, it must be remembered, as one advertiser of the opposition explains, that Colonel Mapes or any other advertiser who may adopt the "per-circulation" method of buying advertising space is doing so *primarily* in the hope and expectation that he will thereby be able to save money, be able to bargain to better advantage than his fellow advertisers, especially his competitors. Whatever interest there is in the business ethics of the matter is appreciably a matter of *secondary* consideration. Mr. Mapes, for instance, is reported to have saved considerable money, especially

during the first year he operated his plan.

"If it were really a fact, as the publishers would have us believe," says a big space-buyer who was consulted in this connection, "that advertising space is now bought on a one-priced system, every advertiser getting the same return for the same amount of expenditure, it would be a very different matter; but such is not the case. Many publishers offer every kind of special inducement. One of our largest advertisers, for instance, has for years regularly inserted the following paragraph in all contracts about which it has the slightest doubt on this score: 'We (the publishers) guarantee that this is the lowest rate allowed to any advertiser or advertising agent, all commissions, discounts, rebates and rake-offs being deducted.'

"If, then, a one-price system is the *summum bonum* of space buying, the question is whether we would be nearer to the ideal one-price system with a pay-according-to-circulation plan than at present. I am very much of the opinion that we would not. Mr. Mapes' scheme means flexible prices. The more flexible the price, the more opportunity for duplicity. This plan is urged by many as being businesslike. Is it businesslike, however, for a buyer to bind himself in accordance with the figures kept by the clerks of the seller? Yet that is exactly the situation under this plan of procedure. To say that you will send an auditor to look over the publishers' books sounds feasible, but it would be no difficult matter for publishers to deceive the most eagle-eyed auditor as to news company returns, press runs, etc. And, again, what if you advertised in scores of publications? The expense of auditing would be prohibitive."

Another big advertiser shook his head when asked about the per-circulation plan. "The publishers would never submit to it generally. They would combine and refuse to accept it and then where would the advertisers turn?"

Here is a typical stand of a successful publisher on the sub-

ject: "If the advertising business were the same as other businesses and dealt in tangible things, this pay-according-to-circulation plan might be practical. But it is not. I, as a magazine publisher, sell transportation—or rather the means of transporting business ideas. But the same transportation may represent a different value to different advertisers or even to the same advertiser using different copy. And so, I say that in advertising there *must* be mutual confidence. The advertiser must trust the publisher that his transportation will arrive; the publisher, on his part, must trust the advertiser to furnish the wherewithal to accomplish results after that arrival and thus not bring the publication into disrepute as a medium. This mutual confidence *must* exist under any system of buying space. Any attempt to substitute definite values for indefinite values cannot hit the mark, by the very nature of things, because we are not dealing in definite values."

One publisher stated that, if per-circulation advertising rates are inevitable, the selection of the press-run figures, rather than the net circulation figures, would be far more equitable in the case of the magazines. Pointing to his handsome current issue, he said: "It is a very different matter to print a handsome magazine and to print a newspaper. Every extra copy I or any publisher like me puts out costs a lot of real money. I'm not going to print any more copies than is absolutely necessary. For that reason my press-run figures cannot be profitably padded and thus may be taken as a truthful basis. When I do make a mistake and overestimate our circulation requirements in advance, you can take it for granted that it was not purposely. And for that reason it would seem only fair that the advertiser should meet half the expense with us of the waste copies."

The circulation manager of one publication objected to the plan from the viewpoint of quality. "The Mapes scheme and all others like it," he said, "necessitate the throwing of quality entirely to the

winds. Is not the prestige of my medium of some worth? It moulds public opinion thus and so. Whatever our circulation, we certainly do count editorially; we accomplish things. That is what the advertiser must pay for."

Possibly an answer to this argument is found in the argument of a capable agency man, as follows: "There is nothing mysterious about buying space, the opinions of many to the contrary. There is nothing more mysterious about it than there is about buying a carload of wheat. In the latter case, there are three considerations: viz., the quality of the wheat, the price per bushel of that quality, and, finally, the number of bushels of that quality of wheat actually delivered. When a man buys a carload of wheat and the delivery is made, he first makes an examination of it to see if the quality is as agreed. Then he measures it to see if the quantity is as agreed, but that is a secondary consideration. If both quality and quantity are satisfactory, he authorizes the payment of the bill in proper season.

"Now, when it comes to buying advertising space, there are these three considerations still to be looked into. But if advertising space were generally paid for on the basis of circulation as Mr. Mapes and a few others propose, that would *not* necessitate that quality be forgotten. Indeed, a better basis of quality-comparisons would be available than ever before. Where now, not knowing exact circulation figures save in a very few notable instances, advertisers are utterly ignorant as to the extra expenditure they are making for various quality qualifications in mediums, if the pay-as-you-get method were inaugurated there would be a fair basis of comparison, namely the rate per page per thousand of circulation. Magazine A would be worth \$1 per page per thousand, Magazine B would be worth \$1.25, the difference being paid for quality.

The advertising manager of a well-known firm using extensive general publicity objects to present methods and urges circulations

as a basis of setting values on advertising space as follows: "Aside from the many injustices which the present haphazard, hit-or-miss method of buying space, without any definite relation to exact circulations, means to the advertiser, there is a tangible injustice done in many cases to certain publications. It is the practice of many publications, for example, not to change their advertising rates unless their circulation is increased sufficiently to justify them in making a jump of rates of some size. Neither do they acknowledge increases in circulation unless they are equally large. Thus it may be that solicitors from two Magazines, A and B, may approach an advertiser, each claiming a 200,000 circulation, although Magazine B may really have a circulation almost 300,000. Magazine B is waiting until it actually reaches 300,000 to jump its rates about 50 per cent or so. In the meantime it is getting as many advertisers into its fold as it can, knowing that a large share of them can easily be persuaded to pay forthcoming higher rates in order not to lose the cumulative effect of the advertising which has gone before.

"An advertiser takes equal space in both Magazine A and Magazine B, thinking they have the same circulation. When the replies begin to pour in, which, for the want of something better, are taken as a basis of comparison by nine advertisers out of ten, Magazine B, which really has well-nigh half again as much circulation, naturally makes a far better showing. That showing is taken by the advertiser as being normal, and, when the next advertising appropriations are made by that advertiser, Magazine A, to its great injustice, as well as that of the advertiser himself, is stricken off the list. There would be no such false comparisons under the per-circulation plan."

Nevertheless the per-circulation plan does not continue to find favor everywhere, and the rebate plan is looked upon as clever, but impractical.



Memphis is the one great market of a vast region of over 200,000 square miles of the great Central South.

And the MEMPHIS COMMERCIAL - APPEAL is the great newspaper of this wonderfully prosperous and rapidly developing section.

An advertising concern a short time ago made a list of 25 of the most prominent Memphis business men and wrote asking for their individual opinions of the merits of the COMMERCIAL-APPEAL as compared with other newspapers under their observation.

Every one of them replied with letters of praise and commendation, most of them unhesitatingly ranked it as the leading newspaper of the whole South. The same test was applied to several other cities at the same time but the unanimity of opinion was no where else as striking as in the case of Memphis and the COMMERCIAL-APPEAL.

Apply the test yourself. Write to any Memphis business man, banker, merchant, professional man. Ask the question any way you like.

If Memphis is your field, the COMMERCIAL - APPEAL is your newspaper.

SMITH & BUDD CO.  
Advertising Representatives  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

## MEDICAL PUBLISHERS OUT AFTER GENERAL AD- VERTISING.

ATTITUDE OF NATIONAL ADVERTISERS  
TOWARD PHYSICIANS' PERIODICALS  
—A CO-OPERATION OF MEDICAL  
PUBLISHERS LOOKING FOR MORE  
BUSINESS.

In June of this year, at St. Louis, a meeting of six leading medical publishers was held. The following were present: Dr. E. H. Lewis, of *American Medicine*, New York City; Dr. J. MacDonald, Jr., of *The American Journal of Surgery*, New York City; Dr. J. J. Taylor, of *The Medical Council*, Philadelphia; Dr. O. F. Ball, of *The Interstate Medical Journal*, St. Louis; Mr. Harry Skillman, of *The Therapeutic Gazette*, Detroit, and Mr. S. DeWitt Clough, of *The American Journal of Clinical Medicine*, Chicago.

At this get-together meeting ways and means of interesting general advertisers and agents in medical journals were discussed. It was decided that an advertising campaign would be instituted by the publishers themselves, the expense to be pro-rated among the six journals participating. The opening gun of this campaign was fired in the form of a full-page advertisement in *PRINTERS' INK*, July 14th. It was decided to continue this and other display advertising regularly for one year. Arrangements were made to follow this up with forceful circular matter every month, each publisher being expected to share in the work and the expense.

Medical publishers have for years been attempting to interest, to a greater extent, general advertisers and advertising agents in the medical journal field. The road has been rough and the ruts have been deep. Brilliant individual stunts have been pulled off, from time to time, by the leading publishers; others have worked steadily, but alone.

There were plenty of good arguments; the logic was there and it looked easy. A little was be-

ing accomplished, but it was slow, mighty slow and discouraging.

Prospective advertisers were so deep in the rut that a one-horse or even a two-horse, team, simply could not budge them. When an advertiser became interested, as oftentimes happened, the agent simply tossed out a bucket of cold water.

General advertisers did not know enough about the value of the medical press to protest and the agents knew less. It was evident to the men behind the medical journals that something must be done. It was easy to see the necessity for co-operation among the various publishers. A dozen medical journals were competing among themselves and accomplishing very little, either for themselves or for the good of the field in general.

Following is an extract from a recent circular, showing the character of the educational literature which is being mailed regularly to a carefully selected list of advertisers and agents:

### THE "BIG SIX" OF THE MEDICAL FIELD.

Combined circulation over 100,000 copies every month.

Get the doctor's endorsement for your goods.

All over this country—with every one of our eighty million people—the word of the physician carries tremendous weight.

The doctor is a man of influence in his community. He not only purchases liberally for his own use, but he constantly recommends, prescribes and purchases for others.

The manufacturer who secures the endorsement of the medical profession for his goods has a patent force working silently but effectively in his interests at all times of the day and night.

One hundred thousand physicians influence directly over fifty million people.

Tell the doctors about your product—show them just why it merits their approval—make them familiar with its name and character.

The cost of reaching one hundred thousand doctors through the six leading medical monthlies of the United States is but a trifle compared with your general publicity expense.

It is confidently expected that this campaign of education will not only interest general advertisers, but that it will convince the advertising agents of the value of the medical press in connection with and as an adjunct to a general advertising campaign.

NOVEL

During bank a street w gathered bank's confiden

Many after re legend: dollar stronge It has petitors Every their lo money doing Break

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## NOVEL USE OF THE BILLBOARD.

During a recent run on a Western bank a billboard was set up in the street where the line of depositors were gathered and its frank statement of the bank's condition did much to restore confidence.

Many people dropped out of the line after reading the sign, which bore this legend: "This bank can pay every dollar on deposit. It is one of the strongest banks on the Pacific Coast. It has been your friend. Jealous competitors have worked to bring you here. Every person in this line should show their loyalty by leaving at once. Your money is safe. Why then remain here doing an unkind and foolish thing? Break ranks."

## NEW MAGAZINE FOR ARCHITECTS.

The first number of the *Southern Architectural Review* made its appearance the middle of August from the press of the Southwestern Publishing Company, of Houston, Tex. It is published, especially in the interest of Southern architects.

The Knoxville, Tenn., *World* has been started by Gordan Nye, formerly a cartoonist on the *New York Journal* and an editor with Thomas Watson, and has rapidly made a place for itself in four months.

W. H. Gingras, through an ad in **PRINTERS' INK**, has located with the Peerless Windshield Company, Buffalo, as advertising manager.

## A CLEVER ADVERTISEMENT.

Although the art of advertising is not understood in France as it is understood in England and America, the natural genius of the French for picturesqueness occasionally finds vent in very striking and very telling modes of advertising. Here is an advertisement which I saw a few days ago in several of the Paris papers: "A young man of twenty-seven, good-looking and very wealthy, is anxious to marry a young lady whose appearance and character correspond with those of Vera in 'Love's Victim.'" I have not given the real name of the novel, which has had advertisement enough.

Of course the novel had a large sale. And as it happens to be quite a clever book the author has reason to be pleased with his advertisement.—*Paris Correspondence London Express*.

*Pearson's Magazine* has been sued for \$100,000 by Joe Egan, former manager for Jeffries and Corbett, the prize fighters. Egan alleges that an article in the July number of the magazine charged him with robbing Jeffries while he was his manager.

The S. C. Beckwith Special Agency, New York, has been appointed sole foreign representative for the Salt Lake *Evening Telegram*.



The new census gives Syracuse over 137,000 people. There are 20,000 in the immediate suburbs and 100,000 more within the 25 mile radius; approximately 250,000 people, 50,000 homes, within the close buying radius of the Syracuse business center.

It is not only Syracuse with a big S but it is Prosperity with a big P as well. Syracuse has hundreds of high-grade manufacturing concerns. Their chief trouble now is a lack of skilled men for which they are offering premiums. Many of them are running day and night shifts.

THE SYRACUSE EVENING JOURNAL is keeping pace with the city. It has outdistanced its afternoon contemporary in point of circulation and is a close second to the morning paper despite the great outside circulation of the latter. THE EVENING JOURNAL leads them both in local circulation.

Here's the city and here's the advertising medium.

Have you the proposition?

SMITH & BUDD CO.  
Advertising Representatives  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

## ADVERTISING A TRADE-MARK BY PUBLICITY COPY

"4711" USED IN MAGAZINES WITH WHITE ROSE GLYCERINE SOAP TO SELL OVER 100 TOILET PREPARATIONS—VIEWS OF MULHENS & KROPFF ABOUT EDUCATIONAL VS. PUBLICITY ADVERTISING.

"Your argument that we should use educational instead of publicity copy is logical, but the fact remains that our business has grown fast with the kind of advertising we have done. If advertising were a debating exercise, we would give you the decision on points. But it's very serious business. Why throw aside something we have proved will promote our sales for something which we have never tried?"

That has been the answer to some interested advertising friends from Mulhens & Kropff, manufacturers of a line of toilet preparations, with offices and plants in the United States and Germany.

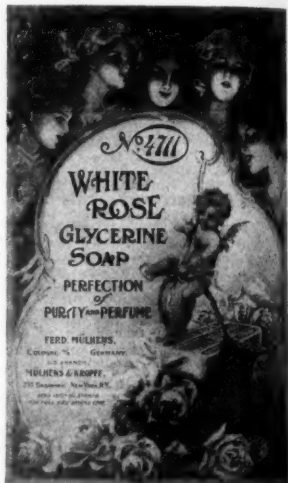
This house is over a hundred years old and its selling policies were outlined long before the advertising idea had dawned. The administration of the business has descended from father to son, together with the secret formulas for the preparations. In Germany Mr. Mulhens is the director of the business, in America Mr. Kropff. Both have sons who are in training to carry on the enterprise when the older men cease from their activities.

By tradition therefore the house is conservative, with a German emphasis. It has never plunged boldly into the most advanced selling practices, nor has it lagged in the remote rear. It has clung to the principles which they have found productive of selling results.

Advertising was immediately undertaken twenty-five years ago when the American branch was started. The style of copy was laid out to the then accepted mode, and, as one will see by examining the bedecked advertise-

ments reproduced here, the advertising to-day is a remainder of a by-gone style.

Take the advertisement run as a full page in a current magazine. The copy is built up on this basis: White Rose Glycerine Soap is a dainty toilet preparation. The mind through the eye will quickly grasp this idea if the advertisement has a layout suggesting daintiness and refinement. Hence it is best to have the space show-



THE DECORATIVE COPY THAT HAS BUILT SALES FOR OVER 100 TOILET PRODUCTS.

ing beauty as pictured in the faces of women who are congregated together at the top. What better argument can be put forward? The juxtaposition of beautiful women, of flowers and of the words in good-sized type, White Rose Glycerine Soap, is all that needs to be done.

The car card, also shown with this article, which is being used as a half page magazine ad, is stripped of the elaborate decoration, but it is designed to perform its work in the same suggestive way. Notice the slim and shapely woman's hand holding the cake of White Glycerine in a dainty fashion. There is not a word of argument about peculiar merits in either of these advertisements.



## Our Larger Audience

NEVER in the history of THE CHRISTIAN HERALD has it spoken weekly to so vast an audience as it has at the present time. During the summer months now closing, our Family Circle has been augmented beyond all expectation. New friends have come to us by thousands from every part of the Union. Old subscribers, who have felt the joy of sharing in the many Christian enterprises of the paper in past years, have shown their appreciation by bringing many others into the delightful fellowship of the great CHRISTIAN HERALD Family, where they have met a cordial welcome.

This greater audience brings with it a due sense of increased responsibility. All these twenty years, THE CHRISTIAN HERALD has stood as the champion of the old Gospel, the defender of the home, the friend of missions and the practical exponent of applied Christianity throughout the globe. Its late proprietor, Dr. Louis Klopsch, established it on foundations that were broad and deep, and he built into those foundations his own heroic life of self-sacrifice. With the active co-operation of its readers, it did a noble work in social and moral uplift and in the upbuilding of Gospel missions. It became the means of saving countless human lives, it brought happiness to multitudes, and, under divine blessing, it carried the knowledge of Jesus Christ and His salvation to thousands who were dwelling in spiritual darkness. For these things we can only praise God and be devoutly thankful.

With its wider field and its vaster audience, THE CHRISTIAN HERALD's opportunities for service are proportionately increased. Its policies stand absolutely unchanged; its editorials are from the same hand that has written them for the last eighteen years. Its Gospel teaching, its missionary and benevolent enterprises, will now have a more far-reaching influence than ever. It is our aim and desire to keep up to the highest standard attainable, and, with the hearty co-operation of our friends, to make THE CHRISTIAN HERALD the best, the brightest and the most helpful and inspiring family publication that enters the homes of the American people.—*Editorial from Sept. 7th issue Christian Herald.*

Is the soap better than Ivory, or Pears' or Colgate's? Not a word, that will give the reader a basis of comparison. How is the soap made? Again the copy is silent. Instead it insistently contents itself with a few descriptive words: "Refined, Perfumed, Delicate".

But it will be noticed that "4711" stands out clearly in each advertisement. This number is a trade-mark which has come down from the 18th century and which is being prominently displayed in all the advertising in about twenty-



USED FIRST AS A CAR CARD, NOW IN MAGAZINES.

ty-five magazines. That curiosity piquing number has a big work to perform. In the advertising it appears only in connection with the White Rose Glycerine Soap. But in the background, it is carrying, by means of its publicity with the soap, over a hundred other toilet preparations into good sales.

William F. Kropff said that the whole campaign was shaped to give the widest possible understanding to "4711". The White Rose Glycerine Soap has been selected from the products manufactured by Muhlen & Kropff as a companion to the trade-mark in the magazines because a high-grade soap is considered the best missionary to spread an understanding of the quality for which "4711" stands.

Mr. Kropff said that sales for all lines had grown as the advertising of "4711" and incidentally of White Rose Glycerine Soap had grown. Whenever the firm puts a new toilet preparation on the market it sells to an extent that

would be utterly impossible had not the number used as a trade-mark been impressed upon buyers. Every advertisement of White Rose Glycerine Soap, always printed in connection with the trade-mark, makes sales for the whole list of products.

This old house has the interesting idea that argumentative copy, even in the guise of explanation of the product, is apt to put the reader upon the defensive. "A magazine reader has no opinions for or against our goods", said one of the men, "when he comes to the copy. Appeal to him with a pleasant impression that does not have a bit of the combative tone, that is our theory. Undertake to tell why our soap is best or desirable, try to argue about it, and the ordinary man or woman would not be human if he didn't unconsciously take the position of the man from Missouri."

Only once has this firm's advertising attempted to explain what "4711" stands for. This was an ad in the *Fra*, said to be written by Elbert Hubbard. Then the story of the trade-mark was told for the first time, and so convincingly that the advertising manager himself, William Kropff, elder, was interested in the novelty of the tale as published in the advertising pages. This *Fra* ad has acted as a demonstration and may finally result in a really educational campaign of "4711" products. After the *Fra* ad appeared, one member of the firm frankly said that he was convinced that the time had come for a change from the traditional style of copy.

The story of the trade-mark, as told by Mr. Hubbard, was written to carry the "story" idea, as the heading indicates. "4711", according to this account, was adopted as a trade-mark in 1792 when Francis Maria Farina, a German perfumer and soap maker, lived at 4711 Glockenstrasse, Cologne, Germany. It was placed upon a Very Special Toilet Product, as much to spread a knowledge of the street address as anything else. In the course of years the numerals became so closely

identified with the articles made by this German that they took on the dignity of a full-fledged trademark. Glockenstrasse has long since doubtless passed to the limbo of dismantled streets, but 4711 remains as a potent selling mark over a hundred years later in a country that was then struggling for existence.

The only indication that the advertisers can obtain of the worth of the advertising is that furnished by inquirers who send fifteen cents in stamps for a sample cake of soap, in response to the fine type invitation in each ad. These responses are fairly large.

The publicity engendered by "4711" is really quite extensive. It instantly establishes the identity of every Mulhens & Kropff preparation. A buyer of the soap or of any other of the articles finds himself in possession of a circular which is wrapped about the package. This circular is often a presentation of the merits of several articles other than what he is buying. Booklets, usually on the ornamental order, af-

ter the style of the magazine advertising, are sent to dealers for distribution. Mulhens & Kropff do no field sampling. It is thought that too many of these samples would fall into the hands of clerks. On the cover of every booklet is the "4711."

The periodicals used in this campaign are *Everybody's*, *Cosmopolitan*, *Leslie's*, *Judge* and *Puck* at holiday periods, *Munsey's*, *McClure's*, *American*, *Scribner's*, *Pacific Monthly*, *National*, *Outing*, *Dress*, *Ladies' Home Journal*, *Saturday Evening Post*, *Century*, *Harper's*, *Hampton's*, *Pearson's*, *World's Work*, *Theatre*, *Country Life in America*, *Sunset*, *Atlantic*, *Ainslee's*, *Review of Reviews*, *Monthly Magazine Section*, *Associated Sunday Magazines*, *Blue Book*, *Red Book*, *Good Housekeeping*, *Fra*, *Life*, *Vogue* and *Collier's*:

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The Washburn, Wis., *Times* has changed hands. Nels M. Oscar, editor and manager for the last five years, retires, and the Rev. George E. Plant assumes charge.

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**Calkins & Holden, 250 Fifth<sup>Ave</sup>**  
**New York: an organization**  
**for the conduct of advertising**  
**campaigns**



# PRACTICAL METHODS OF COMMUNITY ADVERTISING.

EXPERIENCE OF ONE MAN WITH TOO  
SMALL APPROPRIATION METHODS  
—LACK OF CONTINUITY A DETER-  
MINING FACTOR—PUBLICITY VERSUS  
ADVERTISING.

*By S. C. Lambert.*

## IV.

An advertising man of a fair degree of ability was engaged to promote the knowledge of a Southwestern city of twenty thousand among homeseekers and men with capital residing elsewhere. He was informed that the commercial club or board of trade had decided to let him have the whole sum of one thousand dollars for periodical advertising. The members of the organization felt pretty proud of their generosity.

The advertising man tried to explain what a very small impression a thousand dollars would make when spread over the country.

"But it is a beginning," answered a "big" man of the town. "If you get results from that we can spend more."

The advertising man then tried to show painstakingly that perhaps not a single homeseeker would be influenced to come the first two months, but that a thousand might be brought to the city after a year's consistent effort. But the local minds of the commercial club could not grasp the cumulative idea. It was beyond their experience and they would not endorse a policy that looked so intangible, not to say chimerical. They were business men, and they knew well enough that a thousand dollars should produce a tenth amount of the returns that ten thousand dollars would. The thousand dollars was spent; three or four ads appeared and then disappeared for good and all. That commercial club is now feeling pity for other towns which blindly sowed.

PRINTERS' INK has been the recipient of a score of complaints from publicity men who have been

hired to carry on a campaign for some city. In each case the publicity man's great difficulty has been that the commercial organization which defined his activities hedged him about with limitations that doomed the campaign to failure in advance.

Because all the land in the surrounding country has not been filled with new farmers, or because all the desired manufacturers with capital have not flocked thither at the invitation of two or three advertisements, the cautious members of the commercial club have given up in disgust. "Periodical advertising does not pay," they exclaim and thereupon turn their faces from the light.

If the manufacturers who today are engaged in selling nationally the well-known trademarked brands of goods had carried on their advertising and selling campaign so faint-heartedly as do most of the cities, they

[illegible]

would never have emerged from their obscurity.

It is one of the established axioms of effective advertising that to bring results worth while it must be consistent and persistent. It must at once be done in accordance with a good policy and done patiently from month to month and year to year.

Most of the community adver-

tising in the national mediums and the newspapers is done spasmodically, from week to week and month to month. The reason for this is that the members of most commercial clubs are not experts in advertising and have not seen the great need for staying to secure cumulative results.

But, after all, are these men to blame for what their training has made their minds incapable, of

democracies, he would render the "voters" capable of judging sensibly.

He spent nearly a year educating the folks of his community up to the modern advertising idea. He lectured them from the platforms, he reached them by form letters and he addressed them through the local papers. At the end of a year not only the members of the commercial club but the residents of the county as well were ready to say "go ahead." The success that attended the campaign that followed has already been described in this series of articles.

Sacramento Valley may well feel indebted to Mr. Crane. Not only have the business men there profited by the inflow of population and capital, but they have come to *understand advertising*.

As a result of this year's campaign, what national advertiser may not come out of the Sacramento district? It is easily possible that some small manufacturer there may even now, after Mr. Crane's year of advertising teaching, be forming the plans that will sometime lead to a large use of national mediums?

The advertising of a city is not essentially different from the advertising of a manufacturing concern. Both have things to sell—the manufacturer a brand of goods and the city new opportunities for homeseekers and for men who have money to invest in making the products which consumers buy.

One of the greatest banes in community advertising is the tendency of so many who are new to modern advertising to lay undue stress upon "free publicity." Yet hundreds of communities which have received a great deal of such publicity have no record of benefit, and have squandered their money.

Herbert S. Houston, of the *World's Work*, in his recent address at Oklahoma City, made some interesting remarks in distinguishing publicity from advertising:

And the era out of which you are emerging is essentially one of publicity

## OMAHA

### A CITY FOR YOUNG MEN

Young men who intend to choose their location as carefully as they choose their business.

The average man will advance just as fast as the community in which he lives—see later.

Judge your own chance of prosperity by the percentage of annual increase in your city.

Omaha's local earnings increased 39% in 1909 over the year previous.

Omaha's building operations increased 39% in 1909 over the year previous.

Omaha is a city where young men achieve success while they are young men. Young men are Omaha's business in business, in politics, in clubs, in work for the promotion of the city's welfare.

There is a club with a salary of two poles with Omaha's new million-dollar court-house at the corner. You have included the future agricultural success of its site in the world.

This is the community that has made Omaha.

#### THE WORLD'S GREATEST BUTTER MARKET

#### THE WORLD'S SECOND CORN MARKET

#### THE WORLD'S THIRD LIVE STOCK MARKET

The rich opportunities of a great metropolis mostly come early in life.

A small boy's opportunity may be too small to tempt an ambitious man.

Omaha, close with its enormous embrace a population of 200,000, has all the scale advantages of a large and a small city.

Omaha is old enough for stability and young enough for opportunity.

### It Is the City That Fits a Young Man

Write for a copy of the Twenty-Fifth Anniversary Edition of the *World's Work*. It tells the whole story of Omaha. It will be sent you free of cost if you write before September 1st. Address: *World's Work*, Omaha, Nebraska.

themselves, of seeing? If they had been able to grasp the great advertising idea, or had they been able to absorb it quickly when it was given them, they would not be keeping a store or running a mill in a small city. They would have been already fighting for their share of national trade along with all the others of the really "big" men.

The Sacramento Valley Chamber of Commerce illustrates an opposite experience. Mr. Crane, the secretary and publicity man, discovered that he was running head-on into defeat unless he could win over the citizens of the community who were supplying the funds. He determined that if his campaign was going to be governed on the principle of the referendum, that prevails in pure

rather than of advertising. Let me clearly make the distinction between the two. Publicity is every sort of information that is given to the public, while advertising is information that is carefully directed to specific commercial ends. Publicity is merely electricity playing as summer lightning over the clouds, while advertising is electricity that follows a wire to turn the thousand wheels of industry. Publicity is of value, I concede, but chiefly when it is used as a background for strong and convincing advertising. By using advertising, you can cash in on your publicity.

Some cities have taken a defensive attitude toward periodical advertising. Advertising is an aggressive, rather dynamic institution that charges upon a new field

that periodical advertising is not feasible for some particular communities. But there should be some man of parts who by training is capable of selecting the advertising methods that are the most practicable. Booklets have their vital part of play in the follow-up. Newspaper advertising is



TRADE-MARK FOR SPRINGFIELD, MASS. PRODUCTS.



A PERIODICAL ISSUED IN THE INTERESTS OF EUGENE, ORE.

of business like the regiments of Rough Riders up San Juan Hill. The business is active because it is vital. It is vital because the use of it means advancement.

No city in the country need go without capable advertising men. Once a community adopts a liberal and intelligent policy of growth by advertising good men will be available, for there are few other fields wherein a man can better show the direct results of his publicity planning.

It is certain that no good advertising man will decide that periodical advertising is the only thing. It may possibly fall out

indispensable in reaching concentratedly a certain section whose residents may be particularly desirable. Magazine advertising will be chosen to reach the man of means who is hunting a favorable locality for business or the home-seeker of character who is anxious to change his location but does not know where to go.

Like Des Moines, a city that puts itself into the hands of a trained man or men is going to win out. It will surprise many cities to see how a good man will correlate the newspapers, the booklets and the magazines, and secure from nearly the same appropriation much greater results.

A house organ will not save the day, nor experimental ads in this or that magazine. One means of advertising must be used to back up another, just as in a big commercial house. A city must realize that it has goods to sell to newcomers and that in selling there are certain established principles that must be borne in mind.

Seth Brown, of Chicago, addressed the Commercial Club of Muscatine, Ia., on August 22d. His subject was "Town Advertising." Mr. Brown has been touring Iowa gathering material for a magazine article about the resources of that state.

The Greater Georgia Association is preparing to tell the country about the advantages of Georgia by means of exhibits and moving pictures.

# CHARACTER SKETCHES

*The following extracts are a few from over 2,500 letters received by The American Magazine during the past two months:*

"While my father was in the advertising business he brought home over one hundred magazines, monthly and weekly. I certainly enjoyed them, and had my opinion of every one. Father says I am blasé as to magazines, but one suits me right down to the ground, in stories, articles, everything—The American. But although The American is my favorite, I am compelled to wait for it until all the other magazines have come, for my father, case hardened as he is to magazines, considers it the best of all, declaring 'There's a medium that people can rely on.'"

P. K. W., Germantown, Pa.

"The success of The American Magazine is due, in my opinion, to its honesty of purpose, both with its readers, and its advertising patrons."

S. F. E., Springfield, Mass.

"Your literature is the best that appears in any of the magazines, the advertising pages are clean and free from misleading ads. I sincerely believe you publish the greatest magazine in the country."

A. H., N. Y. C.

"Best of all, it contains all the really good advertising and none of the bad."

G. O. J., Los Angeles, Cal.

"Fortunate in advertisers. We love them all from the sad-eyed lassie of 'Fairy Soap' fame to the smiling mammy who urges us to use Bon Ami."

M. M., Rangoon, Burma.

"Someone on The American staff has used such judgment respecting the advertisements which it presents to its readers that you will draw a check in ordering goods with as little hesitancy as you will pay your bill in a reputable establishment in your home town."

C. M. T., Washington, D. C.

THE PHILLIPS PUBLISHING COMPANY  
Union Square, North.....New York  
150 Michigan Boulevard.....Chicago



## FURTHER ANALYSIS OF PRICE MAINTENANCE SYSTEMS.

A MANUFACTURER'S QUERY ANSWERED BY AUTHOR OF ARTICLE—  
EXPLANATION OF LICENSE PLAN  
AND LEGAL RESTRICTION.

The series of articles on price maintenance in **PRINTERS' INK** has excited the interest of manufacturers and advertisers generally. Following are printed a query from F. Bissell and a reply to it by Charles F. Benjamin:

THE F. BISSELL COMPANY.  
TOLEDO, O., Sept. 1, 1910.

*Editor of PRINTERS' INK:*

In your issue of recent date we, among many others, are greatly interested in your article on *The Limitations of Patent Monopoly and Price Maintenance*, and we ask for further information.

What does Mr. Benjamin mean by a "license system" mentioned in his first paragraph?

In his paragraph marked No. 1, "If they use their patent rights to effect a combination in restraint of interstate trade," etc., what kind of a combination does he mean?

Obviously there are many kinds of license systems and many kinds of combinations, and it will be interesting to know which he has in mind and considers them violations of the Sherman act.

We thank you in advance for your courtesy in securing this information.

F. BISSELL.

### MR. BENJAMIN'S REPLY.

My article on "The Limitations of Patent Monopoly and Price Maintenance" was a reply to a prior article in **PRINTERS' INK** by another contributor, which advanced two propositions:

1. That, in the case of patented commodities, price maintenance could be assured by stipulations in the agreements between the owner of the patent and those authorized by him to make, use or sell the patented articles.

2. That many manufacturers value their patents more for the protection they afford along selling lines than for the protection afforded "along mechanical lines."

The substance of my answer is contained in these propositions:

1. That the monopoly of a patent right cannot lawfully be used to effect, between any two or

more persons, an agreement, whereof the object, tendency or result is to put a restraint upon the exercise of any act of trade or commerce, involving two or more states, that would not exist in the absence of such an agreement.

2. That the grant of a patent is merely presumptive evidence of its validity, which can be rebutted by proof that it is not valid; so that the owner of a patent who relies upon it to fix prices for the things produced under it, may find his price maintenance arrangements upset by the upsetting of the patent itself.

By the common law of England, which is the basis of our own jurisprudence—except in Louisiana, Texas and California—an agreement to interfere with the free and natural flow of competition in the adjustment of prices is void—and in some cases penal—as against the public interest. The law is the same in most of our states. In passing the Sherman Act, Congress intended no innovation upon the existing law, but sought to make it effective in those nation-wide commercial enterprises that now bulk so large in our present-day industry. An illegal restraint of lawful competition in prices may originate in New York and be consummated in Chicago, so that neither the New York nor the Illinois courts can reach it. But Congress—which has plenary jurisdiction over every act of commerce which passes the boundary of one state into another—steps in with the Sherman Act, and supplies the means of judicial scrutiny, control, and suppression.

Enough has probably been said to cover at large the subject matters of the letter of Mr. Bissell. He will, at least, understand that the phrase "license system" in my article meant that practice by owners of patents, of issuing written authorizations to other persons to make, use, or sell the patented article under conditions and limitations set out in the writings. He will probably understand, also, that the "kind of

LITTLE TALKS

NUMBER 8

# With Wise Advertisers

The number of copies of the AMERICAN WOOL AND COTTON REPORTER printed and distributed every week is believed to be greater than the combined circulation of all the other textile papers in the United States.

To the Master Mechanic of a textile mill, the AMERICAN WOOL AND COTTON REPORTER is the only paper known which contains information respecting the expedients resorted to in a textile mill to keep the speed running in the mill in general, and in each department and every machine in particular.

Among other features, we are now publishing a very comprehensive series of articles entitled "How to Build, Equip and Manage a Cotton Mill." These articles contain discussions of a very wide range respecting the construction, equipment and administration of textile mills and as they are to be subsequently bound in book form, they are very thorough and comprehensive. We again repeat that the number of copies of the AMERICAN WOOL AND COTTON REPORTER printed and distributed every week is believed to be greater than that of all the other textile papers combined.

## American Wool and Cotton Reporter

FRANK P. BENNETT & CO., Inc., Publishers

BOSTON NEW YORK PHILADELPHIA WASHINGTON

# New England!

## 1910 Crop Conditions

far above the average

## New England's Industries

distribute \$1,500,000 weekly wages

**THE FARMER:** According to the U. S. Government's supplementary report of crop conditions, New England's average is far above that of other sections. Taking 100 as the average condition of all crops in New England for ten years, the condition on August 1 was 122 in Maine, 125 in New Hampshire, 119 in Vermont, 111 Massachusetts, 101 in Rhode Island and 108 in Connecticut.

Contrasted with other sections (North Dakota's condition was 59) New England's agricultural position is especially fortunate this year.

**THE FACTORY WORKER:** A million and a half dollars a week are paid in wages to workers in New England's manufactories! These diversified industries include the Largest Factories in the World of Fine Cotton Goods, Corsets, Envelopes, Steel Wire, Finishing and Bleaching Cloths, Looms, Wire Screens, Sewing Silks, Brass Goods, Repeating Fire Arms and other high-grade products.

**Where the Farmer and the Factory Worker are both making Good Money, the Advertiser will surely find Profitable Territory!**

*Worcester Gazette*  
*Pawtucket Times*  
*New London Day*  
*Waterbury Republican*  
*New Haven Register*

*Springfield Union*  
*New Bedford* Standard and Mercury  
*Lynn Item*  
*Haverhill Gazette*  
*Portland Express*

a combination" contemplated in my article was any agreement, between two or more persons, whereof the natural or necessary intent, tendency, or effect was to put a restraint upon some act of trade or commerce, crossing the boundary lines of two or more states, that would not be so restrained except for the agreement.

To put the matter in shorter form, the article to which my own was a reply, and a denial, suggested that, in respect of the subject of price maintenance, a patent right might be used to lawfully effect something that would be unlawful without the patent right. My answer was, that the patent right must be valid in the first place, and, secondly, that it must be lawfully and not unlawfully used.

#### INCONSISTENCIES AMONG THE PRICE-CUTTERS.

NEW YORK, Aug. 29, 1910.

Editor of PRINTERS' INK:

In the August 4th issue of PRINTERS' INK "one of the men who formulate the Macy policies" gives his official views as regards price maintenance. Among other things he says (and I do not doubt for a moment but that you have quoted him correctly): "We much prefer not to sell an article at all if we cannot sell it at a lower price than others." And again he says: "We won't sign price maintenance agreements."

I have not positive knowledge at hand (only hearsay) as to whether Macy signs price maintenance agreements or not, but I have Macy's own testimony to the fact that Macy *does* maintain certain "restricted prices," and that amounts to the same thing in the end. It matters little whether there are any signed contracts or not in that case.

In the New York newspapers for August 26th appeared a big ad of R. H. Macy & Co. One of the sections of the latter was headed: "Standard Cameras Reduced." From this I quote the following wording: "All of the following are well-known makes—sold everywhere and *even here* at restricted prices." The Eastman Kodak Company and its subsidiary organizations are notable for strict price maintenance. If Macy sells Premo Cameras regularly at restricted prices and admits it publicly, in spite of the statement of its official head to the contrary, who can tell how many lines are being similarly maintained at this establishment? Are we to believe their other statements?

CURTIS C. CLARK.

## The Factory Workers of Worcester Mass.

largely skilled labor paid high wages, make a Live Market for the Farmers of Worcester County.

(One of the wealthiest agricultural counties in the U. S.)

## The Evening Gazette

is the greatest Sales Creating Force in Worcester;

has the Largest Evening Circulation;

its readers respond to ads.

THE GAZETTE

**Gives Best Results!**

JULIUS MATHEWS, Representative

## AN EVIDENCE OF GROWTH

During the first eight months of 1910

## The Chicago Record-Herald

gained in paid advertising.

## 606 Columns

over the corresponding period of 1909, a showing not equalled by any other two-cent newspaper in Chicago.

*The*  
**Chicago Record-Herald**

New York Office, 437 Fifth Ave.

## WHY IT IS GOOD TO STIMULATE WANTS.

INDUSTRY, COMFORT AND PROGRESS  
SUSTAINED IN THIS MANNER—AD-  
VERTISING'S RELATION TO PROSPER-  
ITY'S ADVANCE—ADDRESS BEFORE  
MEN'S CLUB, ROSEVILLE PRESBY-  
TERIAN CHURCH, NEWARK.

*By Theodore S. Fetting.*

A dishonest public made what-  
ever dishonest advertising there  
was in the past, and makes what-  
ever there is to-day.

Expecting a merchant to sell  
without profit—a manifestly im-  
moral proposition—has led the  
storekeeper to offer goods for less  
than you ought to pay for them,  
in order to interest and attract  
your trade.

Demanding the things you eat  
and wear and use for less and less  
money all the while has led many  
storekeepers to attempt to meet  
this demand by encouraging the  
manufacturers to depreciate qual-  
ities that they might keep the  
prices low, and this attempt, fail-  
ing to satisfy the insatiate de-  
mands of the public, has led to ex-  
aggeration and often to deliber-  
ate falsehood in advertising.

Why should people not be will-  
ing to pay a fair price for the  
things they buy—why not insist on  
paying a fair price? Why would  
it not be a good move to begin  
now and cease expecting so much  
for your money, put a ban on the  
product of the sweat shop, and re-  
fuse to buy the product of under-  
paid labor?

Why not ask your storekeeper  
if the men and women who make  
the clothes that they are able to  
sell you so cheaply are paid fairly  
for their work?

Why not endeavor to learn if  
child labor is employed in the  
making of the goods you use?  
Why not insist on really good  
things at fair prices rather than  
drag down manufacturing and  
mercantile standards by always  
demanding cheaper stuff?

If the people would do this  
they would help mightily to raise  
the standards, insuring better pay  
and improved conditions for labor,

encouraging the making of better  
goods, and make honest advertis-  
ing not only advisable but abso-  
lutely necessary.

Advertising men and advertising  
have been charged with leading  
the public—especially the feminine  
portion of it—into extravagant  
habits, and, it is said, have spread  
discontent, making people wish for  
things they wouldn't think of if we  
did not keep eternally telling them  
about them and urging them to  
buy.

The best thing about these  
charges is that they are true.

I plead guilty.

We hear many jests about wo-  
men and their hats. Let me tell  
you men who talk so much about  
the encouragement of industries,  
that to satisfy the desires of  
women for hats there are 600 fac-  
tories in New York City alone,  
employing over 29,000 hands, and  
the output of these factories in  
1909 amounted to over \$60,000,000  
—seventh on the list of New  
York's industries—far exceeding  
the output of Paris with all its  
high prices.

Do you believe in encouraging  
such an industry, or would you de-  
stroy it and have your wives  
dress as do the Quaker women in  
Eastern Pennsylvania, with their  
old gray bonnets?

Suppose we ceased urging you  
and your wives to wear good  
clothes, furnish your homes in  
good taste, put in the latest sani-  
tary equipment and the best heat-  
ing apparatus, to use good foods  
and plenty of soap, to put on rosy  
cheeks and Grecian headdress.

Suppose we would go back to  
what we like to term "the simple  
life"—and it would be going back  
—what would become of these  
beautiful things that women wear  
and use to ornament your homes?

What would become of the silk  
weavers, the lace makers, the  
jewelers, the silversmiths, the pot-  
ters—what of the artists and arti-  
sans? What of the \$9,000,000 an-  
nually poured into our Newark  
jewelry makers for their pretty  
trinkets? What of the automo-  
biles—\$5,000,000 worth of which  
are owned by people living in  
Newark and nearby?

SUCH

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SUCH ARTICLES HAVE ALREADY  
BEGUN TO APPEAR.

WARNER-NEWTON LUMBER COMPANY.  
Editor of PRINTERS' INK:

We take a great deal of pleasure in reading PRINTERS' INK, and as you especially ask for any suggestions for the betterment of PRINTERS' INK, we take this opportunity to offer our humble ideas. We do not know just what your policy is and what field you aim to cover in the business world, but we believe that if others are as much interested in the subject of business policies as we are that a page from a department of your magazine should profitably be devoted to this subject, and we would suggest that if you consider running a department in your magazine on business policies that you divide your subject into three parts. Business policies for the manufacturer, for the wholesaler or jobber and for the retailer. I would take a great deal of pleasure in hearing from you as to how this suggestion appeals to you and whether you will consider printing a page on this subject in your valuable magazine.

It would appear to us that in view of the fact that the advertising of a business practically shapes a general policy of the business, that the two propositions are so closely allied that the subject of business policy would be of great interest to your readers.

WARNER-NEWTON LUMBER Co.

### THE 3-IN-ONE OIL DUCK GETS A DUCKING.

WASHINGTON, D. C., Aug. 19, 1910.

Editor of PRINTERS' INK:

Was that ad for 3-in-ONE Oil appearing in PRINTERS' INK illustrated with a duck a joke? When the Little Schoolmaster in advertising is used by "3-in-One," who do such fine advertising in the country, to publish an ad with "Don't Duck" as a headline and a goose as an illustration, we rise to enquire why it was not put in *Life*.

The duck is without doubt the best known bird to the ad man. I saw one in New York the other night which held a half gallon and was made the same shape as a curved, hip pocket, cigarette case. It was an apartment house duck and could be hooked into the armhole of one's vest and carried "right unseen" into the most select apartment. Why don't the "3-in-One" people use an up-to-date duck like that? I don't like that one-legged gander in a duck ad.

ROX FULKERSON.

L. A. Ransom, of Atlanta, district manager for the Southern Cotton Oil Company, has been named advertising manager for the company, with headquarters in Atlanta. Earlier in the year Mr. Ransom was selected as acting advertising manager for the spring campaign in the interest of Wesson Snowdrift Oil and Snowdrift Hogless Lard, the advertising for which has been carried on so extensively throughout the country during the past six months.

## Connecticut's

Farmers are prosperous; her  
Factory Workers are among  
the best paid in the United  
States.

## New Haven

is Connecticut's Largest  
City. The

## Register

is New Haven's Best  
Paper! And

## Largest Circulation!

The REGISTER is the Greatest  
Classified Medium in Connecticut. Car-  
ries most classified advertising. Gives  
the Best Returns!

[Classified Rate 1c. Word—7 times, 5c.]

JULIUS MATHEWS, Representative



"The Breeder's  
Gazette is the  
Farmer's Greatest  
Paper."

—W. A. HENRY,  
America's Foremost  
Agricultural Educator.

The Gazette is mailed to bona-fide  
subscribers only, and at a higher sub-  
scription rate than that maintained by  
any other weekly farm publication.

It goes into more than 80,000 of  
the best farm homes every week, and  
we can supply abundant testimony that  
it is read with interest by every mem-  
ber of the family.

The Gazette is purely a business  
paper for an intelligent and well-to-do  
class of people living in country homes.

It carries more advertising at its pub-  
lished rate than any paper of its class  
in the world. Established in 1881, it  
has for years presented an annual in-  
creased amount of high-class business  
announcements.

Rate 50c. an agate line flat. No  
discounts for time or space. For any  
further particulars consult reliable ad-  
vertising agents everywhere or address

### THE BREEDER'S GAZETTE

358 Dearborn Street Chicago  
Member Standard Farm Papers Association,

## MAGAZINE ADVERTISING USED TO DEVELOP LO- CAL STORE CLOTH- ING SALES.

ROGERS, PEET & CO. BEGIN A CAMPAIGN WHICH IS AIMED AT DEVELOPING BUSINESS IN ITS NEW YORK STORES—MAIL ORDERS OF SECONDARY CONSIDERATION—TYPICAL COPY HOLDS OVER FROM NEWSPAPER ADVERTISING.

It is very possible that the country is now witnessing the establishment of a new type of advertiser: the nationally advertising local retailer. Scores of retailers have gone into the national magazines with mail-order merchandising. But for a local retailing firm to use the magazines primarily in the hope of bringing customers personally to its doors and with no desire or expectation of building up a great mail-order business, is something out of the ordinary to-day.

Not many weeks ago PRINTERS' INK reviewed the advertising of the Tobey Furniture Company, which is of this type, running in some nine magazines, with the purpose solely of bringing prospective customers into either its store in Chicago or its store in New York.

With the entrance of Rogers, Peet & Co. into the national field the local-national idea may soon become a factor to be seriously reckoned with by the magazines.

Rogers, Peet & Co.'s new advertising, beginning in the August issues of upwards of a dozen national magazines and weeklies, is even more remarkable than that of the Tobey Furniture Company in that the Rogers, Peet & Co. stores are in one city only, New York, where there is a chain of three stores, which it not great numerically in these days.

The Rogers, Peet & Co.'s advertising bears all the earmarks of permanency and will undoubtedly prove a regular feature of magazine advertising in the future, for this firm is far from a novice at advertising and is usually sure of its ground before it attempts any new venture.

This firm has never had ambitions to be a manufacturing wholesaler. Of late years it has sold considerable clothing to big retailers in Eastern cities who have been willing to take on large enough lines to give satisfaction. But this clothing has been made up *specially*, upon the receipt of orders, contrary to the usual practice with men's clothing manufacturers.

It might be thought that the new magazine advertising is aimed to aid the sales of these agents who handle Rogers, Peet & Co. ready-made clothing in other cities than New York, but such is not the case. A casual perusal of the magazine copy will convince one as to that point. As for mail orders, they are only indirectly hinted at as a secondary consideration in the very last of the text.

This type of advertising could not be employed by retailers in many other cities than New York. The transient population of New York is tremendous. Hundreds of thousands of visitors are there to-day and gone to-morrow. A symposium of the Rogers, Peet & Co. advertising, then, would read: "You'll come to New York some time this season, anyway. Why not save up your clothing needs till then and come to us at headquarters? We are retailers first and all the time. Our three stores are ready to show you fall styles whenever you're on Broadway."

There is bound to be much waste circulation in this campaign. But by far the greater bulk of the circulations of the magazines is in the territory tributary to New York, and that fact alone makes it practical. Charles W. Halsey, the Rogers, Peet & Co. advertising manager, is a keen campaigner. His results will naturally be watched with great interest by similar retailers in other great metropolitan cities.

This firm has now been an advertiser for upwards of thirty years. Practically since the beginning, it has used and has consistently held to one type of copy, namely, a semi luminous line-drawing atop a short, talkative

bit of copy separated by a big Peet & Co. up a

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bit of selling copy. This kind of copy has long since become inseparably associated with Rogers, Peet & Co. Imitators have sprung up a-plenty.

This same type in copy is carried over into the new magazine advertising, as is entirely proper. In that particular, too, this advertising is something of an innovation, as in the past the number of magazine advertisers who have made persistent use of the line drawing has been very small.

The advertising is appearing in the *Saturday Evening Post*, *Collier's*, *Outlook*, *World's Work*, *Review of Reviews*, *Everybody's*, *Munsey's*, *American*, *McClure's*, *Scribner's*, *Century*, *Harper's*, *Literary Digest*, etc. This is in addition to the long-standing advertising of Rogers, Peet & Co. in seven evening dailies and nine morning dailies in New York and thirty suburban publications about New York.

#### D. M. LINTON GOES TO DETROIT.

It is announced that D. M. Linton, who has been assistant chief of the copy department at the main office of the J. Walter Thompson Company, in New York, has been appointed chief of the copy department of the Detroit office of the same company. Mr. Linton is another of the well known young advertising men who have made their mark in Chicago or New York and who have been detailed to Detroit branches. This drift of advertising agents to Detroit is an indication of the figure that Detroit is coming to cut in the advertising world.

George P. Engelhard, a Chicago trade journal publisher, is a candidate for Congress in the tenth district of Illinois.

The Baldwin-Decker Company, of Chicago, has incorporated for \$10,000 to run a general advertising and sales agency. J. H. Baldwin, W. H. Decker and Sidney Adler are the incorporators.

John E. Kennedy will speak before the Sphinx Club, of New York, on October 11th on "The Proposed Institute for Advertising Research." It is planned that others speak, discussing or criticising Mr. Kennedy's views.

Wood, Putnam & Wood are handling a newspaper campaign for the advertising of *Feel-Fine Air Heels*, the product of the Consolidated Mfg. Company, Hartford, Conn.

## MAINE'S FARMERS and FACTORY WORKERS

are in  
prosperous condition  
and The

# Portland Evening Express

has the  
**Largest Circulation**  
of any  
**Maine Daily!**

Circulation exceeds by MORE than  
Fifty Per Cent that of BOTH other  
Portland Dailies COMBINED!

Lowest rate per thousand!  
Largest advertising patronage!  
Greatest Want Ad Paper!

JULIUS MATHEWS, Representative

Supremacy in Washing-  
ton is conceded to

## THE Evening STAR

Circulation Leadership—  
50,000 a day, a gain of  
15,000 over last year.  
No duplication.

Advertising Leadership  
—More display advertis-  
ing than any New York  
or Chicago paper carries.

## LincolnFreie Presse

LINCOLN, NEB.

Actual Average  
Circulation **143,054**

Our biggest circulation is in the States of  
Iowa, Wisconsin, Minnesota, Nebraska,  
Illinois, etc., in the order named. All sub-  
scriptions paid in advance. Flat rate, 35c.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. ROBERT C. MEHAFFEY, Mgr.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

JOHN IRVING ROMER, Editor.

J. GEORGE FREDERICK, Managing Editor.

New York, Sept. 8, 1910.

## Ads and the Magazine Reader

When the advertising pages of the various magazines mount up, respectively, to 90, 100, and 150 in number in a single issue, with perhaps more than twice that number of separate advertisements, consideration of the prospects for a given piece of copy to reach its allotted destination—a reader—becomes a vital question. Aside from all regard for quantity and quality of circulation and the measure of the copy, there has been nothing tangible advanced as to the certainty of getting close to the reader. Shall the advertiser or his advertising agent use big, striking copy that is to make its appeal in the twinkling of an eye, or is he to have faith that his advertisement will hold the reader for a minute, or two minutes, or ten minutes? There is no question on which there is greater division in the advertising field. A reason for it could doubtless be found in the fact that very little, if any attention has been given to the problem of how the magazine reader looks at the advertise-

ments, whether he glances at them at all; and, if so, just how he reads them.

In general, advertising men are unable to dissociate themselves from business instinct when they scan a magazine. They gravitate to the advertising pages at once. The person the advertiser is interested in, on the contrary, buys the magazine for just one thing—its stories, pictures, and special articles. Then perhaps he goes to the advertising pages—more often than not in this age of seeking for the best and in this day of beauty in advertising art and typography. But how does he scan them? Notice the average man or woman and see.

He or she has had enough of stories for the nonce and now turns the advertising pages. Two or three go by, willy-nilly. Suddenly there is a stop at a certain page, a moment's thought, and then a long pause or quick resumption of the way. Observation will prove there are as many stops as there are pieces of copy that stand out sharply enough to heliograph that "Attention!" message to the brain, and it is a certainty that once this signal has been heeded, the message is scrutinized in full. In the same way, it can be observed that copy which does nothing more than "flash", gets nothing more than a flash from the reader. He is there ready and willing to be talked to, but he won't have it any other way than this: to be shown immediately that it is worth his while to stop for the conversation.

## A Deluge of House Organs

To the making of house organs there seems to be no end. A prominent advertising manager the other day said "you ought to see our collection of house organs. It's a marvel. We are on the exchange list of pretty nearly 500 house organs, and they come to my second assistant's desk in snowdrifts. I make him look over them to get make-up and general ideas for our own

modest group of three house organs.

"I am seriously considering the matter of their worth. I have very little doubt that one of our publications gets read, because we are really providing a peculiar class with some helpful matter that isn't furnished in any other way. But I'm dubious about the other two. I had somebody check up the other day to discover how many *other* house organs reach a certain class of dealers we're trying to reach. *Thirty* house organs attempt to cater to him—and don't quote me—but I'll confess they're all rather good stuff from an advertising point of view!

"Now, has our prospect time or inclination to read even half of these house organs? There's a fine trade paper published in his field—if he has the reading habit won't he read that? and if he hasn't the reading habit, what chance does my house organ stand among 29 others?

"Take the house organs that try to reach *me*, for instance—house organs from publishers, agents and printers. There must be thirty of them, too. There's one issued by a well-known magazine man that I frequently find stimulating—if it doesn't get by me. But it is distressing how the others flutter around, and their expensive get-ups, all for nothing. I sometimes, in a pious moment, think it my *duty* to read them—but how can I when I have to wear even my PRINTERS' INK in my hip pocket for three days a week while commuting to and from town—in order to keep 'read up.'"

A good house organ, carefully adjusted to a field which will appreciate it, is unquestionably valuable. But there seems to be a tendency to make a fetish out of the idea. Pride in the production of a periodical all one's own is a deep-seated human failing and seems to be manifesting itself rather expensively in some quarters.

The evil of it is that with a lot of space at hand much dreary drivel is printed that is dull and

ineffective. The opportunity to "spread one's self" is too tempting to resist—whereas a periodical ad has limitations of space and price which has a beneficial stimulative effect upon advertisers.

An interesting letter to PRINTERS' INK is reproduced here as having bearing on the subject:

CLEVELAND, O., Aug. 21, 1910.

Editor of PRINTERS' INK:

After spending time weeding from my mail the clever and numerous house organs of people who wish to influence me, it is refreshing to note the newest contribution to the co-operative idea in the double-page Ethridge "Shop Talk" in PRINTERS' INK.

Now, there's an idea for you! A house organ all neatly and handily tucked into one binding with your favorite publication! Why not let's have more of it? You get all the individuality of the house organ in condensed, pithy form, without the sloppy gush covering six to twenty-four pages. The saddest house organs of all are the agents' house organs, telling us kindergarten truths about advertising.

Why aren't there more house organs in the pages of magazines, trade papers, etc. It's a way to save money, I should think, because the postage and the labor and fancy printing is likely to run ahead of the cost of space, and the circulation is better picked.

A. F. CORNMAN.

### A New Wrinkle for Getting Ads

Devious and determined are the ways of the modern magazine to get a foothold—which, of course, means—to get advertising.

A certain young magazine is working one wire which it seems worth while, in all kindness, to warn that it is live and will kick back in deadly fashion.

The magazine referred to has evidently sold no little stock throughout the country to a number of substantial people. Some of these stockholders have been persuaded to write letters to certain large advertisers somewhat after this fashion:

Gentlemen:

As we have used your goods frequently, and know its merits, we believe that an ad in \_\_\_\_\_ magazine will bring good results, as it has a large circulation in this section.

In pardonable surprise and possibly a tinge of disgust over this and a sheaf of similar letters, the advertiser has turned over the

letters to the advertising agent, who may also be pardoned for feeling distinctly "uppish" at such elliptic pressure on his campaigns.

To PRINTERS' INK it looks like a sheer bit of youthful enterprise, resorted to in the heat of the very strenuous task of making a magazine go. But the method is headed straight toward a ditch, and all the signals along the line are red—blood-red. Advertising doesn't travel that way.

### **The Census and the Advertisers**

Few news items in the papers these days are of more vital interest to keen advertisers generally than those which relate to the census figures now being given out from Washington, from day to day. It makes little difference whether those advertisers are using one recognized advertising medium or another. The census figures bear directly upon every kind of advertising.

Frequently certain large advertisers send out representatives to gather special information for them at first hand relative to an immense number of advertising considerations. Consumers are asked all kinds of personal questions by these men. But it is extremely expensive business. Largely for that reason, the reports which come in from these investigations are usually anything but thorough. What information is gathered is merely considered an indication, a sort of weather-vane, as it were, of conditions as they really are.

But Uncle Sam has both the money and the power to get answers upon any questions he may ask. Those who refuse to answer are summarily haled into court and compelled to answer. For that reason the census information is vitally important. It is thorough; it is true.

To date, practically the only information which has come from Washington has been relative to the population in the larger cities of the country. The advertiser who is planning his campaigns is making a grave mistake if he does

not give those figures careful study. They can be made very suggestive. But the details of the census which are still to come, the many items of information as to the social, racial and commercial status of the country, are what will be even more important, making it possible for the advertiser to plan with a rare degree of accuracy during the census year, if at no other time.

Possibly the most noteworthy general fact about the census which has been brought out is that the center of population of the country is to-day almost exactly where it was ten years ago, at the time of the last census, namely, at Columbus, Ind., and this in spite of the many prophecies that the West has been running far ahead of the East in ratio of increase. This means that the East and West have grown proportionately. If population only is the advertising consideration, the East is just as fertile an advertising field as ever it was. As for the *quality* of the population, only later census announcements can have any direct bearing upon that.

On no class of advertising do the population figures have a more direct relation, perhaps, than to outdoor advertising. The billboard, the painted sign, and the street car card make a *quantity* appeal. The prime argument advanced in their favor is that they reach the *masses*. What, then, of the comparative value of these media ten years ago and now in those cities which have shown a proportionate increase of 38.7 per cent like New York, of 64 per cent like Detroit, of 44.5 per cent like Columbus, to take a few instances at random?

### **CHANGES FOR RUGGLES AND WILSON.**

Howard P. Ruggles, recently advertising manager of Hampton's, has succeeded Kurtz Wilson as Eastern representative of the Philadelphia North American. Mr. Wilson is now in the advertising department of Hampton's and will cover New England territory.

The stockholders of the *Kansas Magazine*, of Wichita, have reorganized with a total capital of \$75,000. Officers of the corporation have been elected. The size of the magazine will be 100 pages.

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THE FASCINATING ADVERTISING  
GIRL.

It is the hands of the advertisement girl that holds me altogether. The hands of this incomparable creature are perpetually playing their toneless music on cakes of soap or the lids of flour barrels in symphonies finer than any of Beethoven's. Her method of substituting the language of the fingers for that of the lips, of speaking to the eye with the assistance of the thumb, of expressing by silence more eloquent than any words all her secret thoughts has made me expert in the merits of sugar wafers, open plumbing, and court plaster. For her dear sake I have learned the merits of countless kinds of candy and baking powder. And always she exults in the charm of her own elusiveness, for I never know her truly, never bathe my spirit in the fountain of her feeling, never lose the sense that, after all, she mocks me.

What an exquisite and sanitary paradise she dwells in, with its motor cars adaptable to every purpose to which a high-grade automobile can be put, its breakfast foods served by the most obsequious of lackeys, its phonographs perpetually ravishing the ear. Even the writing paper on which her fugitive message blesses each correspondent—she never writes to me—derives some impalpable distinction from the circumstance that she is the advertisement girl.

Hold the sheet to the light, I read, and note the beautiful, uniform texture, but I never do that, because her complexion is enough. She gets it through the medium of a proprietary article I envy for its intimate association with herself, precisely as her teeth—kept free from acid and polished refreshingly—make my heart ache.

There is never a trace of awkwardness in the advertisement girl, upon whose features, when she is interested enough in ribbon lace ties to show me her incredible feet, is stamped the pride of Rome. Nor is my love of the advertising pages of that Latin type which withers like a flower. Yet is she mad-deningly elusive. One month she permits her bosom to heave for me in a kimono I shall remember till I die; but in four weeks more she will have hidden every part of herself except two adorable little feet exhibited as evidence of the durability of Louis Quinze slippers at four dollars a pair. The advertisement girl is the supreme effectologist of the age.—Judge.

COLORADO'S NEW IMMIGRATION  
ORGAN.

In order to place Colorado's resources before the world in a manner that will prove most effectual the State Board of Immigration has decided to inaugurate the publication of a monthly bulletin, patterned after *Municipal Facts*, but devoted to an authoritative analysis of Colorado's varied advantages to the prospective settler and investor. The bulletin will be called *Colorado*.

New York Herald  
Syndicate

"Burning Daylight," a novel by Jack London, is now ready in full-page matrix form.

"The Widow Wise."

"Uncle Mun."

Full-page Sunday features.  
Special Cable and Telegraph service.

Daily Matrix services—News, Woman's and Comics. Daily Photograph service.

For particulars apply to

**NEW YORK HERALD  
SYNDICATE**

Herald Square, New York

Canadian Branch:

Desbarats Building. Montreal.

"A Daily Newspaper for the Home."

The Christian Science  
MONITOR

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world.  
Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave.  
Chicago Office: 750 Peoples Gas Bldg.

Advertising rates furnished on application.

## Printers' Ink

at \$5 for 3 years is  
an exceptional bargain  
for Advertisers

## THOMAS BALMER RE-ENTERS THE PERIODICAL FIELD.

ONE OF THE COUNTRY'S OLDEST ADVERTISING MEN DISCOVERS WHAT HE BELIEVES TO BE A NEW AND PROMISING FIELD FOR HIS ENERGIES—HIS VARIED EXPERIENCE.

There is not an advertising man in the United States who was not deeply interested upon hearing that Thomas Balmer has again entered the periodical field as an active worker. When it became known that he had joined the *Woman's World*, of Chicago, as advertising director and adviser, curiosity was keen to know the reasons that actuated this veteran to make this choice.

In New York last week Mr. Balmer was frank to satisfy this curiosity. He has not been hunting for a place merely to keep himself active, but he has appreciated an opening where he can bring his long experience and knowledge of advertising men and methods to bear upon what he believes to be a "new field."

Mr. Balmer says that advertisers have been able to reach every class of people quickly and nationally except those that live in towns of from one thousand to five thousand population. In these places most magazines, he says, will acknowledge less circulation proportionately than in the larger centers. Likewise villages of five thousand and under obviously cannot be reached by billboards or through the cars, for the reason that such institutions do not exist in them.

But he does feel that publications like the *Woman's World*, with which he has connected himself, the *People's Home Journal* and others of their class do carry a promise of being serviceable to advertisers who would reach effectively the villages.

Advertising men will watch Mr. Balmer's moves in his new work with the liveliest anticipation. They are not trying to forecast what the man, after long years of service with the *Ladies' Home*

*Journal*, with the Butterick Trio and with the Street Railways Advertising Company, will do. If there is really a "new field," a neglected clientele, here, as Mr. Balmer urges, they will be glad to find it out and to profit from the learning. Mr. Balmer has always been a pioneer with the advertising frontiersman's resourceful and unique methods. It is being recalled that he developed, first, textile advertising for the magazines. Before his earnest persuasions of the New England Textile Manufacturers Association prevailed almost no advertising of fabrics, of stockings and the like could be seen in even the best monthlies.

The *Woman's World*, which has been developed into a rapid national circulation, is the first magazine ever to issue regularly 2,000,000 copies a month. Mr. Balmer says, however, that he is confident his work will redound to the advantage of others in this field also. Indicating the vitality of this "new field" it is stated that the *People's Home Journal*, published by Lupton's, was founded in 1835.

### PREVIOUS CONDITION OF SERVITUDE NO BAR.

P. F. COLLIER & SON.  
NEW YORK, Aug. 26, 1910.

Editor of PRINTERS' INK:

I have not yet received the current copy of PRINTERS' INK. I thought that when I changed the mailing address from Brooklyn to care of *Collier's*, 416 West Thirteenth street, New York, that it would expedite matters.

I find that everybody else in the establishment here has the current copy except me. It is true that I am a Democrat, but I do not think that you should discriminate against me on account of my politics.

I would enjoy the book much more if I received it nearer the date of publication.

H. B. KENEALLY.

The Advertisers' Service Corporation has formed in Chicago with a capital stock of \$15,000. The incorporators are Charles Fidholm, James P. Graham and R. H. Wilson.

Announcement is made of the removal of the Philadelphia Advertising Bureau (William W. Matos Incorporated) to new and larger offices in the Bulletin Building, City Hall Square, Philadelphia.





## One Telephone, Dumb; Five Million Eloquent.

If there were only one telephone in the world it would be exhibited in a glass case as a curiosity.

Even in its simplest form telephone talk requires a second instrument with connecting wires and other accessories.

For real, useful telephone service, there must be a comprehensive system of lines, exchanges, switchboards and auxiliary equipment, with an army of attendants always on duty.

Connected with such a system a telephone instrument ceases to be a curiosity, but becomes part of the great mech-

anism of universal communication.

To meet the manifold needs of telephone users the Bell System has been built, and to-day enables twenty-five million people to talk with one another from five million telephones.

Such service cannot be rendered by any system which does not cover with its exchanges and connecting lines the whole country.

***The Bell System meets the needs of the whole public for a telephone service that is united, direct and universal.***



## ASCERTAINING THE STRENGTH OF COPY IN ADVANCE.

ST. LOUIS GLOBE-DEMOCRAT.  
ST. LOUIS, Aug. 30, 1910.

Editor of PRINTERS' INK:

We, the pupils of the Little Schoolmaster, have read many articles on the theory of advertising, but E. St. Elmo Lewis' article goes beyond theory and gives us a taste of the real thing.

Though I have found something good in almost all of the articles the L. S. M. has given us on the subject of better copy, I have been impressed with a belief that back of many articles there was a lack of real knowledge. Many of them have been based upon pure theory.

There is a difference in knowing a thing and knowing how we know it. A man may have experimented with and proved the value of a dozen pulling tricks in his copy and worked it up to a point where it is successful, and yet not know the reason for its success.

Many successful advertisers and advertising men who read Mr. Lewis' address will permit themselves to entertain a little creepy feeling of disgust at the names he has called things.

## If You Want Results

You can get them by advertising in the New York Clipper. It circulates amongst Theatrical People, who are the best paid, best dressed and most extravagant people in the world.

*What they want they get!*

Do you want some of this business?

## USE THE CLIPPER

—ADDRESS—

NEW YORK CLIPPER, New York City

## EXPERIENCED COPY AND LAY-OUT MAN

Now with one of the largest N. Y. Agencies—wants to change. Capability for highest class work. Knowledge of lay-outs, engraving, printing and publications. Special knowledge of automobiles.

Would like to connect with growing Agency or Manufacturer offering good opportunity for strong advertising man who can show results. Address, Box 500, care of Printers' Ink.

Some men need to be pitied. They may learn to know their knowledge by its right name some time. Until then do they will call it "experience."

A man might have a thousand years of experience, if that were possible, and, unless the experience be better than what some advertising men are getting, they might be outstripped by a new man who has taken the trouble to learn the lessons taught by the sciences applicable to advertising.

I have a deep pity for the advertiser who has fallen into the hands of an "experienced" advertising man who has not studied that part of the sciences of psychology, optics, ethnology, ethics, physics, art, letters and mechanics directly applicable to advertising. No matter how great a success he may attain, it will be an accident. Mr. Lewis' address is a good tip.

If Mr. Lewis should go through the magazines and take the ads apart, metaphorically speaking, to see how they were made, he would find the greater array of indifferent copy. He says the no ad can knowingly or unknowingly violate any of the established laws of psychology, aesthetics or ethics and succeed. It certainly cannot—he might add optics and several other exact sciences—but on that basis would it not be hard to find a perfect ad? Is there an ad in any current magazine that is perfect, on a really scientific analysis?

The perfect ad, however, is possible. The man who has studied all the sciences that apply to advertising and thoroughly understands their principles can, if he has the talent for expression that a really truly advertising man should have, produce an ad that will just as surely reach every reader as could the really truly salesman who called in person. The advertiser who tolerates copy that will not reach his prospects would not tolerate a salesman who could not reach every man he hopes to sell to, whether he makes a sale or not. I hope they all read Mr. Lewis' address.

Have all the writers of copy that does not really pull studied the subject of advertising so thoroughly and so deeply they know good copy won't pay? The advertising man who has not studied advertising as the lawyer must study law, as all the efficient professional men have to study the basic sciences of their profession, is missing half, if not more, of his possible results; he is digging his grave with the sharp pick of ignorance. It is a big task, with little in the eight or ten sciences touched upon in our literature from the standpoint of advertising, but is not the advertising man as able for it as the lawyer, the musician, the doctor or the engineer?

Give us more of the Lewis type of articles. Give us an article on optics in advertising; an article on art in advertising; on mechanics in advertising; physics in advertising, and on all the other sciences applicable to advertising. Give us the news of the sciences. They are all simply phases of human nature and the more human nature we get in our heads the more money will find its way to our pockets.

CHAS. CLAUDE CASEY.

SAN FRANCISCO AD MEN TO PROMOTE CALIFORNIA GOODS.

At a special meeting of the board of directors of the Advertising Association of San Francisco, which has been incorporated under the laws of California, the following officers were unanimously elected: William Woodhead, president; R. C. Jewell, first vice-president; J. Charles Green, second vice-president; Frank J. Cooper, third vice-president; R. L. Connor, secretary; F. S. Nelson, treasurer.

The field of California goods will be the subject of a report that will incorporate suggestions for best reaching the Western market. J. Charles Green, a member of the league, and an active official in the association, will be chairman of the committee.

It is understood that in conjunction with an advertising campaign through the medium of newspapers the league also contemplates using other channels to reach the public, and the association will form a plan of action.

Irving F. Paschall, formerly circulation manager of *World's Work*, and with *Good Housekeeping Magazine*, has joined the department of solicitation of N. W. Ayer & Son, of Philadelphia.



Barnes-Crosby Company announces the arrival of the perfect etching machine and will hereafter deliver machine etched half-tones, zinc etchings and color plates to all its patrons. The new method means printing plates of uniform quality made with mechanical precision and is another evidence of Barnes-Crosby Company service.

Day and Night Service

**Barnes-Crosby Company**

E. W. HOUSER, President

Artists :: Engravers :: Catalog Plate Makers

Two Complete Establishments:

215 Madison Street, Chicago

214 Chestnut Street, St. Louis

Branch Offices:

NEW YORK  
MILWAUKEE  
CINCINNATI

DETROIT  
MINNEAPOLIS  
BIRMINGHAM

INDIANAPOLIS  
MOLINE  
SAN ANTONIO

KANSAS CITY  
CLEVELAND  
MEXICO CITY

MEMPHIS  
TOLDO



# The "PRACTICAL" Tickler-Memo DESK CALENDAR

Once installed on an ADVERTISING MANAGER'S Desk, the most useful device he handles, hence— with many RED INK REASONS "WHY" yours

is a good medium (printed on the vertical date sheets) for him to use, it affords **You the Strongest Full 365 Day Working Campaign to Be Had for the Money.** A splendid Circulation Booster for a song. A dependable long time efficient "Direct Appeal" for the General Advertiser.

Write for circular, etc.

WM. M. CHAMBERLIN

87 Woodbridge St. Detroit, Mich.

## Printed Things

Booklets, catalogs and business literature of all kinds may be forwarded for review in this Department by advertisers or printers. Address "REVIEW EDITOR," PRINTERS' INK, 12 West 31st Street, New York.

How would you write a booklet that must sell cream separators? As Herbert Spencer said in taking his cue to make a billiard shot: "There are several ways of missing the shot." "Profitable Dairying," sent out by the Massey-Harris Company, Ltd., of Toronto, shows one good way of not missing the shot. It will be noticed that separators are not mentioned even in the title. The frontispiece full-page illustration is a grouping of ten pictures of healthy looking cows and the twelve pages following describe how dairying may profitably be carried on. There is no mention of a cream separator, but there is interesting suggestion about, caring for the milk in the preliminary stages. On page fifteen begins the exposition of the separator. The man who wrote the booklet first keys the reader up by some sound dairying suggestions and then, while the latter is at the height of his interest, "gets to him" quick with pointed separator talk. The description of the separator is all the more carrying, inasmuch as the one who reads the booklet understands clearly, after a perusal of the preceding pages, just where the separator "comes in" in a profitable dairying business. The pages look readable, because they are open and do not worry one with an over-pronounced bid for attention. Pictures of farm scenes do not unduly dilute the pages. The eighteen-page analysis of the separator is clear and not embarrassingly technical. "Profitable Dairying" ought to sell the separator.

The Wolverine Manufacturing Company, of Detroit, Mich., are sending to furniture dealers an original species of printed matter. It comes to the desk in the shape

of a long envelope. It opens as one takes it up and there is revealed on the reverse side of the thrice-folded cardboard an announcement of an approaching advertising campaign in several magazines. The announcement in page size and type style resembles a page ad in the *Saturday*



*Evening Post*, one of the mediums to be used. Two popular patterns of tables are pictured. The lower right-hand corner is a coupon the size of a postal-card, which may be detached and mailed without addressing, for the address appears on the opposite side, on the lower outside part which folds under the "envelope" cover. The whole thing has that touch of distinction in physical form and presentation of the subject which is apt to predispose the dealer favorably.

Pratt & Lambert, Inc., of New York and other cities, varnish

makers, are mailing a neat booklet entitled "Decorative Interior Finishing," which lays the information usefully before the reader without confusion. Suggestions are printed on the interior decoration of the modern home. The argument and the well-executed half-tones, of course, lead directly to the merits of the company's brand of varnishes. There is a page of color effects, printed in attractive colors. Two other pages give a key to these color effects, containing information in tabular form that makes ordering for an oak, or chestnut or pine finish a very easy matter. Specific directions are printed insuring the correct application of the varnishes. The booklet is helpful to any householder or decorator.

"School Furniture," sent out by the American Seating Company, is an unadorned, substantial book-

the growth of the school furniture industry. The booklet carries a you-need-go-no-further impression, and accordingly succeeds in its object of being an entering wedge.



A CLEAN-CUT COVER FOR A HOUSE ORGAN.



#### STREET CARS SAID TO BAR TEMPERANCE ADVERTISING.

A dispatch from Lancaster, Pa., to the Philadelphia *North American* says: "Temperance advertising in trolley cars has been barred by the company which controls the advertising business on the lines in this section. Recently the Woman's Christian Temperance Union contracted to have anti-liquor placards placed on all trolley cars.

"The cards, very attractive and setting forth the danger of the demon rum, were all nicely printed, and then the company saw a light. Despite the protests of the white ribboners, they flatly refused to allow the cards to go in the cars. At the county convention of the Union this week the matter was discussed and the car advertising concern was censured."

A party of agricultural editors and writers, headed by Herbert Vanderhoof, editor of the *Canadian Western Monthly*, Winnipeg, has been touring Western Canada to ascertain crop conditions. On their arrival at Edmonton they announced that they had found crop conditions better than they had expected by far. The party is journeying in two special cars.

Franklin P. Alcorn, of the Flatiron Building, New York City, has been appointed Eastern representative of the Muncie (Ind.) *Press* and the Marion (Ind.) *Chronicle*.

let that presents the argument mainly in large half-tones of school seats, with tables of sizes conveniently arranged. Any country school board could pass the booklet from hand to hand and at once catch the idea. The size is seven and one-half by ten and one-half. There is an interesting page or two in the front about

## THE LITERARY ASPECT OF ADVERTISING.

VIEWS OF A MAN OF LETTERS WHO THINKS ALL GOOD ADVERTISING SHOULD BE LITERATURE—A TYPICAL ADDRESS BY THE PUBLISHER OF THE "PHILISTINE."

*By Elbert Hubbard.*

The things that live are the things that are well advertised. The thoughts that abide are those that are strongly maintained, ably defended, well expressed.

The world accepts a man or an institution at the estimate it places on itself. To let the rogues and fools expound and explain you to the multitude, and you yourself make no sign, and allow the falsehood to pass as current coin.

And soon it becomes legal tender. According to the Common Law of England a path across your property once used by the people is theirs for all time.

In America millions of dollars are now being expended by certain successful firms and corporations to correct a wrong impression that has been allowed to get a foothold in the public mind concerning them.

Just remember this: It is not the thing itself that lives; it is what is said about it. Your competitors, the disgruntled ones, are busy. The time to correct a lie is when it is uttered. So the moral is: You must advertise, no matter how successful you are.

You must advertise, wisely and discreetly, so as to create a public opinion that is favorable to you.

The Zeitgeist is always at work, always rolling up as a big snowball grows. The best asset you have is the good will of the public, and to secure this and hold it, advertising is necessary. And the more successful you are the more necessary it is that you should place yourself in a true, just and proper light before the world, ere the lies crystallize, and you find yourself buried under a mountain of falsehood. "Be thou as chaste as ice, as pure as snow, thou canst not escape calumny." And the more successful you are, the finer

target are you for rumor. The only man who is really safe is the man who does nothing, thinks nothing, says nothing, has nothing. He is the only one who need not advertise.

To worship the god Terminus is to have the Goths and Vandals, that skirt the borders of every successful venture, pick up your Termini and carry them inland, long miles, between the setting of the sun and his rising.

To hold the old customers, you must get out after the new.

When you think you are big enough, there is lime in the bones of the boss, and a noise like a buccaneer is heard in the offering.

The reputation that endures, or the institution that lasts, is the one that is properly advertised.

The only names in Greek history that we know are those which Herodotus and Thucydides graved with deathless styli.

The men of Rome who live and tread the boardwalk are those Plutarch took up and writ their names large on human hearts.

All that Plutarch knew of Greek heroes was what he read in Herodotus.

All that Shakespeare knew of Classic Greece and Rome, and the heroes of that far-off time, is what he dug out of Plutarch's Lives. And about all that most people now know of Greece and Rome they got from Shakespeare.

Plutarch boomed his Roman friends and matched each favorite with some Greek, written of by Herodotus. Plutarch wrote of the men he liked, some of whom we know put up good mazuma to cover expenses.

Horatius still stands at the bridge, because a poet placed him there.

Advertising is fast becoming a fine art. Its theme is Human Wants, and where, when and how they may be gratified.

It interests, inspires, educates—sometimes amuses—informs, and thereby uplifts and benefits, lubricating existence and helping the old world on its way to the Celestial City of Fine Minds.

FLORIDA PUBLICITY CLUB  
ORGANIZED.

The Florida Publicity Club was organized at Lakeland, Fla., August 9th. Copies of the minutes of the meeting have been sent to each Board of Trade, Chamber of Commerce and municipality in South Florida whether represented here on the day of organization or not, and it is hoped that the various organizations will awake to the opportunity to advertise their various sections by uniting with the Association and thus sharing equal benefits with the whole of South Florida.

GRAND RAPIDS AD MEN ENGIN-  
EER A HOME WEEK.

Fully 75,000 people, massed on the sidewalks and in stands facing the line of march, witnessed in Grand Rapids August 26th a great civic pageant, the second given by the Grand Rapids Advertisers' Club, and the feature of the third day of the city's sixtieth anniversary celebration and home-coming week.

Three miles of gorgeously decorated floats, typifying the public spiritedness of local business men, well repaid the densely packed throng for the long wait in the superheated atmosphere.

**1847 ROGERS BROS.**

*"Silver Plate that Wears"*

**X S  
TRIPLE**

REGISTERED  
PATENT



The famous trade mark  
**"1847 ROGERS BROS."** guar-  
 antees the *heaviest* triple plate.  
 Catalogue "P" shows all designs.

**MERIDEN BRITANNIA CO.,**  
(International Silver Co., Successor)

New York
Chicago
MERIDEN, CONN.
San Francisco



**STRATHMORE PARCH-  
MENT**, the best bond paper  
made, is the business stationery  
best to co-operate with your highest  
ideals in printed matter and your best  
efforts in other advertising—or to "go  
it alone" and get the business.

Write for the Strathmore Parch-  
ment Test Book.

**MITTINEAGUE PAPER COMPANY**  
 The "Strathmore Quality" Mills  
 MITTINEAGUE, MASS., U. S. A.

# Just Make Printers' Ink

a member of your soliciting staff. It will smooth the way for your other representatives to the very men whose business it is to choose advertising mediums with discrimination.

For 22 years Printers' Ink has had pre-eminence in its field. It commands the earnest and undivided attention of just those before whom you are most anxious to lay the merits of your proposition.

To say the least, your copy in Printers' Ink will be an insurance against that "I-have-just-five-minutes" argument."

Ask your solicitor about this.

**Printers' Ink Publishing Company**

NEW YORK  
ST. LOUIS

BOSTON  
TORONTO

CHICAGO  
MONTREAL

SEP

ADVER

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Every  
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Cosm  
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Harpe  
Centu  
Red  
Curre  
Pearl  
Succ  
Argon  
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## SEPTEMBER MAGAZINES.

ADVERTISING IN THE LEADING MONTHLY  
MAGAZINES FOR SEPTEMBER

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Everybody's.....	132	29,680
McClure's.....	119	26,070
Review of Reviews.....	116	25,984
Scribner's.....	100	22,574
Hampton's Magazine.....	100	22,456
Cosmopolitan.....	94	21,168
Munsey's.....	92	20,804
Canadian Magazine.....	89	19,936
Pacific Monthly.....	88	19,763
Sunset.....	85	19,152
World's Work.....	84	18,886
American Magazine.....	81	18,277
Harper's Monthly.....	74	16,730
Century Magazine.....	69	15,456
Red Book.....	48	10,752
Current Literature.....	47	10,703
Pearson's.....	42	9,576
Success (cols.).....	55	9,324
Argosy.....	36	8,218
Theatre Magazine (cols.).....	48	8,187
Overland.....	32	7,280
World To-Day.....	32	7,280
Ainslee's.....	29	6,650
Atlantic Monthly.....	27	6,048
Metropolitan.....	25	5,800
Human Life (cols.).....	29	5,560
American Boy (cols.).....	25	5,147
All Story.....	21	4,862
Lippincott's.....	21	4,760
Strand.....	19	4,452
Blue Book.....	18	4,032
St. Nicholas.....	14	3,192
Smith's.....	13	3,024
Phyllis.....	13	1,560

VOLUME OF ADVERTISING IN LEADING  
WOMEN'S MAGAZINES

(Exclusive of Publishers' own advertising)

Woman's Home Comp'n (cols.)	140	28,175
Vogue (August) (cols.)	140	21,560
Good Housekeeping Magazine..	94	21,224
Delineator (cols.)	101	20,200
Designer (cols.)	82	16,550
New Idea (cols.)	82	16,510
Ladies' World (cols.)	74	14,940
McCall's (cols.)	100	13,400
Pictorial Review (cols.)	67	13,400
Modern Priscilla (cols.)	76	12,950
Uncle Remus's Magazine (cols.)	64	12,188
Housekeeper (cols.)	59	11,850
Harper's Basar (cols.)	46	9,200
Every Woman's (cols.)	49	8,423
Dressmaking At Home (cols.)	23	4,675
American Home Monthly (cols)	19	3,850

\* 2 issues

VOLUME OF ADVERTISING IN LEADING  
MONTHLY MAGAZINES CARRYING  
GENERAL AND CLASS  
ADVERTISING

(Exclusive of Publishers own advertising)

Motor (cols.)	430	72,296
System.....	355	56,756
Country Life in America (cols.)	151	25,806
Suburban Life (cols.)	86	14,645
Outing Magazine.....	63	14,182
Business and Book-Keeper.....	52	11,648
International Studio (cols.)	80	11,305
Field and Stream.....	47	10,640
Popular Electricity.....	43	9,660
Garden (cols.)	68	9,582
Craftsman.....	39	8,932
Recreation (cols.)	51	8,590
Outers' Book.....	31	6,944
Technical World.....	28	6,356

	Pages	Agate Lines
House Beautiful (cols).....	41	5,790
American Homes & Gard.(cols)	31	5,308
Travel (cols.).....	34	4,760
Benziger's (cols.).....	14	2,642

VOLUME OF ADVERTISING IN LEADING  
WEEKLIES FOR AUGUST

(Exclusive of Publishers' own advertising)

	Cols.	Agate Lines
August 1-7:		
Saturday Evening Post.....	91	15,470
Independent (pages).....	42	9,408
Churchman.....	56	9,100
Collier's.....	47	9,000
Life.....	38	5,390
Literary Digest.....	27	3,780
Leslie's.....	16	3,313
Outlook (pages).....	13	3,080
Associated Sunday Magazines..	15	2,760
Scientific American.....	10	2,085
Christian Herald.....	12	2,000
Illustrated Sunday Magazine...	9	1,666
Youth's Companion.....	4	900

## August 8-14:

Saturday Evening Post.....	106	18,020
Collier's.....	46	8,870
Literary Digest.....	39	5,560
Outlook (pages).....	19	4,256
Leslie's.....	19	3,930
Life.....	20	3,915
Churchman.....	18	2,960
Christian Herald.....	13	2,122
Illustrated Sunday Magazine...	11	2,090
Scientific American.....	10	2,000
Associated Sunday Magazines..	10	1,932
Independent (pages).....	7	1,750
Youth's Companion.....	6	1,330

The September SYSTEM carries more advertising than was ever before carried by any standard magazine. The nearest approach to it was in September SYSTEM of last year. And the second nearest approach was in the September SYSTEM of two years ago. And the third nearest approach was in the September SYSTEM of three years ago. And the fourth nearest approach was in the September SYSTEM of four years ago.

There are points about advertising on which a difference of opinion is possible. But *this* fact is hard, indisputable business sense—a magazine can *continue*, for four years and eight months, to carry the most advertising *only* because it pays the advertiser best.

**SYSTEM**  
THE MAGAZINE OF BUSINESS

CHICAGO

NEW YORK

LONDON

	Cols.	Agate Lines
<b>August 18-21:</b>		
Saturday Evening Post.....	92	15,640
Collier's.....	30	5,800
Literary Digest.....	38	5,320
Leslie's.....	19	3,960
Churchman.....	24	3,930
Life.....	27	3,645
Outlook (pages).....	15	3,402
Associated Sunday Magazines..	16	3,030
Independent (pages).....	10	2,634
Illustrated Sunday Magazine...	11	2,045
Christian Herald.....	11	1,900
Scientific American.....	10	1,000
Youth's Companion.....	4	735

<b>August 22-23:</b>		
Outlook.....	95	21,280
Saturday Evening Post.....	122	20,740
Collier's.....	47	9,100
Literary Digest.....	55	7,750
Leslie's.....	28	5,600
Life.....	28	3,760
Youth's Companion.....	18	3,650
Christian Herald.....	23	3,412
Churchman.....	20	3,200
Associated Sunday Magazines..	13	2,375
Independent (pages).....	8	1,974
Scientific American.....	8	1,770
Illustrated Sunday Magazine...	7	1,400

<b>August 29-31:</b>		
Christian Herald.....	16	11,994
<b>Totals for August:</b>		
Saturday Evening Post.....		69,740
Collier's.....		32,770

	Agate Lines
Outlook.....	32,041
Literary Digest.....	22,371
Churchman.....	13,150
Leslie's.....	14,880
Life.....	16,111
Independent.....	15,601
*Christian Herald.....	11,904
Associated Sunday Magazine...	10,097
Illustrated Sunday Magazines...	7,131
Scientific American.....	6,954
Youth's Companion.....	6,615

\*—Five Issues.

#### RECAPITULATION OF LEADERS IN MONTHLY CLASSIFICATIONS

	Pages	Agate Lines
1. Motor (cols.).....	430	73,304
2. System.....	233	64,714
3. Everybody's.....	132	29,680
4. Woman's Home Comp (cols)...	140	28,175
5. McClure's.....	119	26,670
6. Review of Reviews.....	116	26,984
7. Country Life in America (cols)	151	25,808
8. Scribner's.....	100	22,074
9. Hampton's.....	100	22,456
10. *Vogue (cols.).....	140	21,560
11. Cosmopolitan.....	94	21,116
12. Good Housekeeping Magazine	94	21,224
13. Munsey's.....	92	20,864
14. Delineator (cols).....	101	20,500
15. Canadian.....	89	19,938
16. Facile.....	88	19,710
17. Sunset.....	85	19,102
18. World's Work.....	84	18,886
19. American.....	81	18,271
20. Harper's Monthly.....	74	16,730

\*2 August issues

#### CONDEMNATION OF PROGRAMME ADVERTISING.

M. I. Stevens, in addressing the August convention of state bankers at Eau Claire, Wis., said that advertising in programmes savors of too much charity, and that the newspapers are the most effective mediums for reaching the people. He went on to say that advertising is not given to-day by a successful business man out of charity to a newspaper man who has done him some favor. It is a cold-blooded proposition. It is a part of the business and a very necessary one.

"Sticktoitiveness is required if one would succeed," declared the speaker. "Don't advertise to-day and drop it to-morrow, for you are wasting your money. Don't knock your neighbor in your ads. If you do, the chances are the customer who might be yours will walk on the other side.

"Space is of no value without something to fill it. To fill space so that it will bring results requires brains. Dress up your ad and make it attractive and forceful. A judicious use of white space should be combined with the proper way of wording and arranging the ad. An ad set solid does not hit the mark."

#### ADVERTISING AND THE AUTO.

"One of the greatest evidences of the power and force of advertising to mould the public mind that has been exemplified in this country," states R. A. Palmer, secretary and general manager of the Cartcar Company, "is the attention which is being given the auto-

mobile and allied industries right at the present moment. Everybody is interesting himself in the welfare of the business, and, whether or not he is connected with and dependent upon it, is predicting what is going to happen. And why is it? The public as a whole does not seem to care as much about other business interests. I am firmly convinced that it is because of the great force of advertising which has grown greater and greater all the time. No other interests have ever recognized and attempted as much with this force as have automobile manufacturers."

At the noonday luncheon of the Pilgrim Publicity Association on August 24th the speaker was Congressman John Keliher, who gave a most interesting talk on matters at Washington.

E. Falch, for three years editor of the Chippewa, Wisconsin, *Herald*, has launched a daily newspaper at Auburn, Cal., the *Auburn Republican*. Mr. Falch, in March, 1909, purchased the Placer County *Republican*.

Father J. E. Copus, S. J., will be head of the new school of journalism to be instituted at Marquette University, Milwaukee. His experience in newspaper and periodical work is extensive. Once a reporter on a Detroit newspaper, where he held down a "police court" run, he gradually worked up to the position of editorial writer.

**WE** probably **DON'T** use **YOUR** goods and **YOU** probably **DON'T** read **OUR** papers, but that is immaterial to the **PROBLEM OF RESULTS.**

---

The point is that your dollar will buy **MORE STRAIGHT CASH SALE CIRCULATION** from us than it will buy **PREMIUM INDUCED CIRCULATION** from others.

---

## PUT BOYCE'S WEEKLIES ON YOUR LIST

---

The largest of all country papers that are sold for **STRAIGHT CASH WITHOUT PREMIUMS.**

---

**W. D. BOYCE CO., 500 Dearborn Ave., CHICAGO**

---

**BOYCE'S 2 WEEKLIES** { THE SATURDAY BLADE }  
 { THE CHICAGO LEDGER }  
**750,000 COPIES WEEKLY** **\$1.60 A LINE FLAT FOR BOTH**

## PRINTERS' INK'S FOUR-YEAR RECORD OF SEPTEMBER ADVERTISING

	1910.	1909.	1908.	1907.	Four Years Total.
Everybody's .....	29,680	37,960	26,208	29,792	123,640
McClure's .....	26,670	27,552	24,346	29,269	107,837
Review of Reviews.....	25,984	23,742	24,122	25,934	99,782
Munsey .....	20,804	22,957	21,826	28,836	94,423
Sunset .....	19,152	23,520	23,618	20,022	86,312
Cosmopolitan .....	21,108	21,684	16,891	21,120	80,803
Scribner's .....	22,574	19,652	14,448	17,789	74,463
World's Work .....	18,886	22,176	13,188	14,963	69,213
Pacific Monthly .....	19,763	15,448	13,710	19,766	68,687
American .....	18,277	17,360	14,826	17,472	67,935
Century .....	15,466	15,960	15,904	19,481	66,812
Harper's Monthly .....	16,730	15,044	15,785	18,368	65,927
Hampton's .....	22,456	15,680	7,604	8,288	53,928
Success .....	9,324	16,340	8,968	11,422	46,054
Red Book .....	10,752	11,648	10,304	10,752	43,456
Pearson's .....	9,576	6,650	7,770	10,248	34,244
Argosy .....	8,218	9,408	6,190	6,586	30,402
Ainslee's .....	6,650	7,840	6,412	8,824	29,726
Theatre .....	8,187	7,424	7,052	6,023	28,686
Metropolitan .....	5,600	4,816	6,720	9,184	26,320
Human Life .....	5,560	5,080	4,925	8,079	23,644
Lippincott's .....	4,760	4,984	4,522	7,868	22,134
Atlantic .....	6,048	5,251	4,578	6,080	21,957
Strand .....	4,452	4,872	5,516	5,168	20,008
All-Story .....	4,862	4,816	3,780	5,823	19,281
American Boy .....	5,147	6,543	2,800	4,596	19,086
Blue Book .....	4,032	4,480	4,480	3,584	16,576
Smith's .....	3,024	3,486	2,969	4,184	13,663
St. Nicholas .....	3,192	3,248	3,360	3,028	12,828

## MAGAZINES CARRYING BOTH GENERAL AND CLASS ADVERTISING

System .....	56,756	56,320	53,116	47,712	213,904
MoToR .....	72,296	54,936	34,692	42,504	204,428
Country Life in America.....	25,806	29,240	22,316	27,982	105,344
Suburban Life .....	14,645	13,015	9,460	13,294	50,414
Outing .....	14,182	7,774	9,928	13,333	45,217
Garden .....	9,528	10,736	9,394	11,194	40,652
Field and Stream.....	10,640	10,752	9,534	9,258	40,184
Technical World .....	6,356	9,450	7,462	8,488	31,756
American Homes and Gardens...	5,308	7,422	7,560	9,505	29,795
International Studio .....	11,305	9,740	8,682	2,422	27,149
Recreation .....	8,590	4,076	4,574	9,130	26,370
House Beautiful .....	5,790	7,779	6,027	5,971	25,567

## WOMEN'S MAGAZINES.

Woman's Home Companion.....	28,175	27,545	18,316	18,400	92,436
Vogue (August) .....	21,560	24,406	11,389	21,638	78,993
Good Housekeeping Magazine...	21,224	20,091	16,674	17,024	75,013
Delineator .....	20,200	24,690	12,236	13,480	70,606
Designer .....	16,550	22,000	8,036	8,586	55,172
New Idea .....	16,510	22,000	7,994	7,986	54,490
Ladies' World .....	14,940	14,853	11,725	11,761	53,279
Uncle Remus' .....	12,188	11,563	11,915	12,499	48,165
Pictorial Review .....	13,400	14,888	10,878	6,038	45,204
Housekeeper .....	11,850	12,240	10,659	9,154	43,903
Modern Priscilla .....	12,950	14,194	8,568	7,383	43,095
McCall's .....	13,460	13,095	9,486	6,864	42,905
Harper's Bazar .....	9,200	9,289	7,280	9,128	34,897

## WEEKLIES (August)

Saturday Evening Post.....	69,740	56,964	31,262	27,062	185,028
Outlook .....	32,018	35,073	24,073	30,491	121,665
Collier's .....	32,770	31,390	23,023	29,388	116,571
Literary Digest .....	22,370	20,019	11,847	15,990	70,226
Life .....	16,710	14,158	11,473	19,706	62,047
Grand Totals .....	1,003,954	995,316	745,301	858,915	3,603,486

\*2 issues.

# COMMERCIAL ART

Advertisements offered for criticism in this department may be addressed direct to Mr. Ethridge at 25 E. 26th Street, New York

By GEORGE ETHRIDGE

In these degenerate days of Cravettes and Gabardines and gossamer clothing, there is nothing very exhilarating or inspiring in the contemplation of an oiled garment, savoring of a Cape Cod fishing schooner in a Sou'west gale. A time there was when a

wears the celebrated Fishbrand also, and seems to be rather proud of himself for displaying such good sense. Notice that he steps out like a man who had it all over the poor, dejected chap in No. 1 and his whole demeanor is that of a good, healthy, happy in-

## A Rainy Day Will Not Mar The Pleasure

of your  
Outdoor Sport if



**TOWER'S**  
**FISH BRAND**  
**WATERPROOF**  
**OILED CLOTHING**  
(GUARANTEED WATERPROOF)  
is part of your equipment  
The Garment Illustrated  
is our Green  
**Hunting Frock**  
**\$3.50**  
You will find much of interest in our new catalog.  
A postal will bring it.

**A. J. TOWER CO., BOSTON**

No. 1.

yellow "slicker" of the Fishbrand make was a coveted possession and even yet there are corners of the country where oiled clothing is preferred to any other for protection against wind and rain. The artist who drew the sketch in No. 1 advertisement, reproduced here, need not have put such a shuddering, soul-depressing atmosphere around his subject. Protection from rain is a mighty good thing for a hunter away from camp, and with three dead mallards for his bag a man can well afford a smiling face even though he does wear oiled clothing. The smiling chap in No. 2

## Rain will not mar the pleasure



No. 2.

dividual pleased with his bag and mighty glad to be dry and warm and alive. There is a good deal to this making a subject as attractive as possible and presenting the bright side and we think it agreed that No. 2 is a pleasant and pertinent improvement on No. 1.

\* \* \*

When an advertiser tries to put a whole stretch of country into a thumbnail sketch and a dozen sketches into four square inches of space he needs to be reminded that advertising can do a whole lot of things, but a quarter-page space cannot take the place of a



## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

### ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City**

### ADVERTISING AGENCIES

**ALBERT FRANK & CO., 26 Beaver St., N. Y.** General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

### ADVERTISING MEDIA

**THE Textile Manufacturer**, Charlotte, N. C., leading textile publication South. Circulation increased 80% past year.

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

**THE** producer of results in the Middle West, where farmers have big money, is *Farm Life* of Chicago. Address DEPARTMENT P. I. for sample copy and rates.

**THE** circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 130,000 copies per day.

**REAL ADVERTISING "About Cuba."** An English-Spanish Business and Agricultural monthly. L. Maclean Beers, P.O. Box 1078, Havana, Cuba.

### AD. WRITERS

**PULLING ADVERTISING COPY**—for newspapers, booklets, follow-up letters. No stunts—just business plans. Write me today about your needs. **C. L. WILHELM**, American Building, Baltimore, Md.

### BILLPOSTING

**FRED PEEL**, official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA**, Times Building, New York City. Send for estimates.

### BUSINESS OPPORTUNITIES

**ADVERTISER** who has space contracts in Pennsylvania, New York, New Jersey, Ohio and Delaware newspapers will sacrifice same at 30 per cent. *below lowest net rates* in quantities of \$200 to \$5,000 worth. Address "CONTRACTS," care Printers' Ink.

### LIVE PROPOSITION FOR GOOD AGENCY

that is willing to do some promotion work and help us build up our business. Good agencies invited to investigate fully. Goods readily salable in large quantities, National Market. For particulars address "STANDARD TRADEMARK," care Printers' Ink.

**I** CONSTANTLY build some Circular, Mailing Slip, or other bit of "doings" that costs my client \$5 or \$10 MORE than a close-at-home printer would have charged him for "just-as-good." When that client discovers that, to reward this modest extra outlay, that small extra cost document attracted enough new business to pay for itself ten (yes, often twenty) times over, he's ready to "hush his roll" of that 5 or 10 for me next time without a shudder. How about YOU? **FRANCIS I. MAULE**, 401 Sansom Street, Philadelphia.

**FOR SALE**.—A long established, high grade class journal, paying over 25% net annually on \$25,000—may be purchased for that amount (no plant.) Exceptional opportunity. Deal must be on cash basis. If you can command the money and want a fine business, here it is. The journal will return entire purchase price in four years. Only once in a lifetime is such a property offered for sale. Partners cannot agree, hence business is offered at much less than its actual value in order to effect prompt settlement. Price asked fully \$5000 below what the property is worth on basis of present earnings. Don't write unless you have the money and mean business, as owners will not go into details with curiosity seekers. Proposition is gilt edge from every standpoint. References required. Address, **FISK AND HAMILTON**, care of Printers' Ink, New York.

### ENGRAVING

**PERFECT** copper half-tones, 1 col. \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.



**A** MANUFACTURING concern intending to discontinue its printing department offers its entire printing plant singly or collectively at a bargain. Everything listed is the best, and always kept in perfect condition.

- 1 Campbell Pony Century, 25x34
- 1 Campbell Century, Style M, 34x47
- 1 Campbell Century, Style M, 34x47
- 1 Chandler & Price Gordon, 8x12
- 1 Chandler & Price Gordon, 8x12
- 1 Chandler & Price Gordon, 14x20
- 1 Chandler & Price Gordon, 10x15
- With Kramer Web Attachment
- 1 Galley Universal, 10x15
- 2 Dexter Feeders for Campbell Centuries.

Address "PRINTING PLANT," Printers' Ink.

#### HELP WANTED

**FIRST CLASS** trade publication starting with good circulation and big advertising support wishes to employ "bang-up" advertising expert—one who is a G-E-T-T-E-R and willing to work on a "no cure, no pay" basis. Address "OIL," care Printers' Ink.

**WANTED**—Advertising Copy Writers who have had successful experience in general advertising, a c y work. Our rapidly growing agency offers excellent opportunity to competent men. Forward specimens of work produced, stating experience, etc., to THE CRAMER-KRASSEL CO., Milwaukee, Wis.

**POSITIONS OPEN** in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

#### INFORMATION AND ILLUSTRATIONS

**ASK** THE SEARCH-LIGHT  
Anything You Want to Know.  
341 Fifth Avenue, New York.

#### LABELS

**3,000 Gummed Labels, \$1.00**  
Size, 1x2 inches, printed to order and postpaid. Send for Catalog.  
Fenton Label Co., Phila., Pa.

#### MISCELLANEOUS

**YOUNG MEN AND WOMEN** of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

#### NEWSPAPER PROPERTY WANTED

**O. B. BROWN**, 600 West 138th St., NEW YORK.  
Evening Paper wanted, New York, Connecticut or New Jersey. Give particulars and send copies publication.

#### PATENTS

##### PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. B. LACEY**, Washington, D. C. Established 1869.

#### POSITIONS WANTED

**A** CORRESPONDENT with advertising experience wants to make a change. Address "S. W. H.," care Printers' Ink.

**SUCCESSFUL** Advertising Solicitor with established office desires to represent good trade paper in Northern Ohio (an excellent field) "B. L.," 428 Osborn Bldg., Cleveland, O.

**I** CAN help some manufacturer or agency in writing ads, catalogues, publicity, handling inquiries, follow-up, etc. Can do any kind of advertising or sales work. Ask me to prove it, NOW. Address "W.," care Printers' Ink.

**POSITION WANTED** AS ADV. SOLICITOR in Chicago, on a national or trade publication. Have made good in the newspaper field. Address "S. T. J.," care Printers' Ink, 1502 Tribune Building, Chicago.

**ADVERTISING MAN**, 23, married, wants an offer. Writer of strong, resultful copy. Printing experience. Good correspondent. Excellent record. Middle West preferred. **F. L. BROOKMAN**, 2028 Kensington Ave., Kansas City, Mo.

**AN EXPERIENCED CIRCULATION MANAGER** with record of success, now employed, desires opening with larger opportunity and salary. Familiar with all details of circulation work, writes strong copy, can handle canvassers. Also familiar with details of publishing business. "R. D. A.," care Printers' Ink.

**ADVERTISING MAN**, college graduate, seven years' experience in Advertising Manager, Agency and Trade Paper work, desires to make new connections October first. Thoroughly understands office management and is familiar with all forms of printing. Can show records of success and present the highest references. Correspondence invited. Address "M. R.," care Printers' Ink.

**ADVERTISING SOLICITOR**, 27 years old, university education, five years with only employer, annual salary last three years \$3000. Has large acquaintance among agents and general advertisers, highest references, wishes position with publishing house or agent. Will start for \$2000 salary if opportunity is good. Investigate. "B. P.," care of Printers' Ink.

#### Good Circulation Builder

Clever newspaper man of experience, wants to connect with daily in town of 25,000 to 100,000; handle local stuff in way to boom circulation; original ideas, new wrinkles. Help advertising department. "H. A.," care of Printers' Ink.

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**EXPERIENCED EXECUTIVE**, principally in printing, now employed, wants better place, either in printing office or business house having large amount of printing. Thoroughly familiar with catalog and booklet work. Has ability to meet customers and control subordinates. Address "BOOKLETS," Printers' Ink.

**ADVERTISING AND CIRCULATION MANAGER**—Competent take charge business end. In six months, present situation, increased advertising averages 90 columns weekly, 2,000 new cash subscribers added, understand all methods for getting and holding business. References prove equally successful past, 18 years' experience large propositions, age 35; high-grade man, satisfactory reasons for change, minimum salary \$40 weekly. "Worker," Printers' Ink.

### Will Consider New Position

**AS ADVERTISING OR ADVERTISING AND SALES MANAGER.** At present advertising manager for large concern using national, local mediums and all systems of advertising. 16 years' experience. European experience. New York City preferred. Good salary and position of authority only. Address, "Box 300," care of Printers' Ink.

### ASSISTANT to Advertising Manager

Knows printing market in its various lines, paper, cuts, electros, etc.; practical in layout, presswork, general printing; good buyer; have done advertising and publicity writing and newspaper work. Thirty-five years old, temperate. Address "JON," care of Printers' Ink.

**SALES MANAGER** of well-known publishing house for good reasons desires change. Wishes to connect with a publishing proposition, high-class and permanent, with sufficient capital, and with good money-making possibilities, on salary and commission basis, in return for a lot of hard work. Am 36; a college man, with 13 years' experience in publishing, mostly in the selling end. Familiar with mail-order, subscription, premium and trade business, magazine circulation and advertising, with a good knowledge of mediums and of manufacturing. Am an executive, and a thorough organizer and systematizer. Location preferred, New York. Address "SALES MANAGER," care of Printers' Ink.

### PRESS CLIPPINGS

**MANHATTAN Press Clipping Bureau**, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

### PRINTING

**GENERAL PRINTING, CATALOGUE and BOOKLET WORK.**—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N. Y.

### TRANSLATIONS

**CORRECT translations English to French** promptly done. Medical work specialty. M. Tremblay, 288 Sherbrooke, W. Montreal, Can.

## Bound Volumes of Printers' Ink for 1910

**T**HE information contained in a year's issues of **PRINTERS' INK** is a mine of valuable data for reference, and is well worth keeping. For this reason we will have a limited number of sets for 1910 made up—13 copies to a volume—durably and handsomely bound in board and cloth, with gold lettering.

Send us your order now, before the supply is exhausted. The set of four sent prepaid to any address upon receipt of \$8.00.

**Printers' Ink Pub. Co.**  
12 West 31st Street, New York

## The Man Looking for the Position

## The Manufacturer Looking for an Advertising Man

Can get together through **PRINTERS' INK**. Prominent advertisers who want high-priced advertising managers advertise in **PRINTERS' INK**.

Every live advertising man who wants another position makes his wants known through **PRINTERS' INK**.

If you want a position or want to employ an advertising man, try a **PRINTERS' INK** Classified ad.

# A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publisher's statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.


## ALABAMA

**Birmingham, Ledger**, dy. Average for 1909, 20,628. Best advertising medium in Alabama.


**Montgomery, Journal**, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

## COLORADO

**Denver, Post**, has a paid circ. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average circ., 1909, 61,088.

 This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT

 **Bridgeport, Morning Telegram**, daily average for June, 1910, sworn, 13,338. You can cover Bridgeport by using *Telegram* only. Rate 1½c. per line flat.

**Meriden, Journal**, evening. Actual average for 1908, 7,726; average for 1909, 7,729.

**Meriden, Morning Record & Republican**. Daily aver. 1908, 7,729; 1909, 7,739.

**New Haven, Evening Register**, daily. Aver. for 1909 (sworn) 17,109 daily 2c.; Sunday, 13,229, 5c. Largest and best circulation in New Haven.

**New Haven, Union**. Average year, 1909, 16,647. E. Katz, Special Agent, N. Y.

**New London, Day**, ev'g. Average 1909, 6,111. Few papers so fruitful for advertisers.

**Norwalk, Evening Hour**. Average circulation exceeds 3,800. Carries half page of wants.

**Waterbury, Republican**. Average for 1910, Daily, 6,651; Sunday, 7,031.

**Waterbury, Herald**. Sundays. Average circulation for 1909, 13,387 net paid.

## DISTRICT OF COLUMBIA

**Washington, Evening Star**, daily and Sunday. Average, month of June, 1910, 80,416 (@@).

## FLORIDA

**Jacksonville, Metropolis**. Average, February, 1910, 14,414. E. Katz, Special Agent, N. Y.

**Jacksonville, Times-Union**. Average month of May, 1910, Sunday, 24,644; daily, 30,431. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

## ILLINOIS

**Champaign, News**. Leading paper in field. Average first five months, 1910, 5,161.

**Chicago, Breder's Gazette**, a weekly farm newspaper. \$1.75. Average sworn circulation year 1909, 78,496 and all quality. Rate, 15 cen's. flat.

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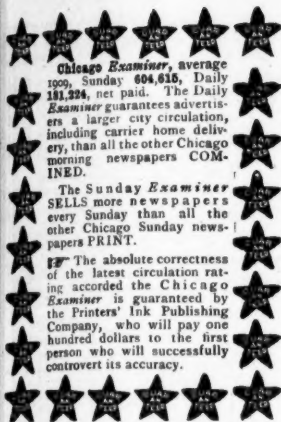
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**Chicago Examiner**, average 1909, Sunday 604,616, Daily 181,324, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

**Chicago, Record-Herald**. Average 1909, daily net paid, 139,176; Sunday net paid, 193,831. Daily, two cents. Sunday, five cents. The home newspaper of the Mid West. Circulation and advertising books open to all advertisers.

The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

**Joliet, Herald**, evening and Sunday morning. Average for 1909, 6,836.

**Peoria, Evening Star**. Circulation for 1909, 8,874.

**Sterling, Evening Gazette**, average circulation for 1908, 4,409; 1909, 5,122.

## INDIANA

**Evansville, Journal-News**. Average, 1909, 11,948. E. Katz, S. A., N. Y.

**Princeton, Clarion-News**, daily and weekly. Daily average, 1909, 1,702; weekly, 2,674.

**South Bend, Tribune**. Sworn average May 1910, 11,807. Best in Northern Indiana.

## IOWA

**Burlington, Hawk-Eye**, daily. Average 1909, 9,180. "All paid in advance."

**Davenport, Times**. Daily av. Aug., '10, 16,413. Circulation in City or total guaranteed greater than any other paper or no pay for space.

**Des Moines, Times-Journal**, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,426.

**Washington, Eve. Journal**. Only daily in county. 2,000 subscribers. All good people.

**Waterloo, Evening Courier**, 52nd year; net av. Jan., '09-June, '10, 6,291. Waterloo pop., 27,000.

## KENTUCKY

**Lexington, Herald**. D. av., '09, 6,872. Sunday, 7,802. Week day, 6,697. "When you advertise in Lexington Herald, you cover Central Kentucky."

**Louisville, The Times**, evening daily, average for 1909 net paid 46,488.

## MAINE

**Augusta, Kennebec Journal**, daily average 1909, 9,168. Largest and best cir. in Cent. Me.

**Bangor, Commercial**. Average for 1909, daily 9,923; weekly, 27,763.

**Portland, Evening Express**. Average for 1909, daily 18,219. Sunday Telegram, 10,508.

## MARYLAND

**Baltimore, American**. Daily aver. 1st 6 mos., '10, 79,234; Sun., 102,476. No return privilege.

**Baltimore, News**, daily. News Publishing Company. Average 1909, 83,416. For Aug., 1910, 77,836.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## MASSACHUSETTS

**Boston, Evening Transcript** (©). Boston's tea table paper. Largest amount of week day ad.



**Boston, Globe**. Average circulation.

Daily (2 cents a copy)  
1909, 180,278; Gain, 3,981  
Sunday  
1909, 323,069; Gain, 3,279

Advertising Totals: 1909, 7,335,279 lines  
Gain, 1909, 465,579 lines

2,504,389 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.



**Human Life**, The Magazine About People. Guarantees and proves over 180,000 copies monthly.

**Fall River, Globe**. The clean home paper. Best paper. Largest cir. Actual daily av. 1909, 7,683.

**Lawrence, Telegram**, evening, 1909 av. 8,888. Best paper and largest circulation in its field.

**Lynn, Evening Item**. Daily sworn av. 1907, 18,632; 1908, 16,396; 1909, 16,639. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

# Boston Post's GREATEST August

AVERAGE AUGUST, 1910

The Sunday Post  
261,208

Gain of 12,903 Copies  
Per Sunday over August, 1909

The Daily Post  
351,444

Gain of 60,129 Copies  
Per Day over August, 1909

Salem, *Evening News*. Actual daily average for 1909, 18,574.

Worcester, *Gazette*, evening. Av. '09, 14,775; first 6 mos. '10, 17,424. Largest ev'g circulation.

Worcester, *L'Opinion Publique*, daily (☉☉). The only Gold Mark French daily in the U. S.

## MICHIGAN

Detroit, *Michigan Farmer*. Read by all Michigan farmers. Ask any advertiser. \$0,000.

★ Jackson, *Patriot*. Aver. July, 1910, daily 10,825, Sunday 11,709. Greatest circulation. By using the *Patriot*, you reach the buying class of Jackson and for 40 miles around. The *Patriot* has character, tone, influence and circulation among the people worth appealing to. Lin. the *Patriot* for Fall business. Ask for rates.

## MINNESOTA

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for six months ending June 30, 1910, 103,916.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Swedish Amerikaniska Posten*. Swan J. Turnblad, pub. Av. 1909, 84,468. A.A.A.

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 1909, 28,687.

## CIRCULATION

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for six months ending June 30, 1910, 88,667. Average circulation of Sunday *Tribune* for same period, 80,002.



by Printers' Ink Publishing Company



Minneapolis, *Journal*, Daily and Sunday (☉☉). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 74,394. Daily average circulation for July, 1910, evening only, 77,631. Average Sunday circulation for July, 1910, 79,000. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



## MISSISSIPPI

Biloxi and Gulfport, *Herald*, evening, Daily circulation for 1909, 1,109; January, 1910, 1,100.

## MISSOURI

Joplin, *Globe*, daily. Average, 1909, 11,111. E. Katz, Special Agent, N. Y.

St. Joseph, *New Press*. Circulation, 1909, 38,832. Smith & Budd Company, Eastern Rep.

St. Louis, *National Druggist* (☉☉), Mo. Harry R. Strong, Editor and Publisher. Average for 1909, 9,084. Eastern office, 508 Tribune Bldg.

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1909, 119,083.

## NEBRASKA

Lincoln, *Deutsch-American Farmer* weekly 142,208 for year ending Dec. 31, 1909.

Lincoln, *Freie Press*, weekly. Average year ending Dec. 31, 1909, 143,084.

## NEW JERSEY

Camden, *Daily Courier*. Actual average for year ending December 31, 1909, 9,142.

Jersey City, *Jersey Journal*. Average for 1909, 24,196. Last three months 1909, 24,900.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Ave. 10-'07, 20,270; '08, 21,326; 20-'09, 19,062; March, '10, 20,000.

## NEW YORK

Albany, *Evening Journal*. Daily average for 1909, 16,931. It's the leading paper.



Brooklyn, N. Y. Printers' Ink says: The *Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1909, 52,905.

Buffalo, *Courier*, morn. Average, Sunday, 8,787, daily, 46,384; *Enquirer*, evening, 24,800.

Buffalo, *Evening News*. Daily average for 1907, 24,843; 1908, 24,033; 1909, 24,367.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1909, 8,431.

Mount Vernon, *Argus*, eve. Daily av. circ. year ending Dec. 31, 1909, 4,931. Only daily here.



Newburgh, *Daily News*, evening. Average circulation entire year, 1909, 4,718. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

NEW YORK CITY

*Army and Navy Journal*. Est. 1863. Weekly average, first four months, 1910, 10,999.

*Baker's Review*, monthly. W. R. Gregory Co., publishers. Actual average for 1909, 7,686.

*Cliffyer*, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, 25,903 (©©).

*Leslie's Weekly*, 225 Fifth Avenue, Leslie-Judge Co. Over 280,000 guaranteed.

*The Tea and Coffee Trade Journal*. Average circulation for 12 months to January 1, 1910, 6,861; August, 1909 issue, 20,000.


*The World*. Actual average, 1909, Morning, 280,803. Evening, 399,569. Sunday, 460,956.

*Poughkeepsie Star*, evening. Daily average year, 1909, 6,013; first six months, 1910, 6,460.

*Schenectady, Gazette*, daily. A. N. Liecby. Actual Average for 1909, 17,470; for June, 1910, 19,414. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

*Schenectady, Star*. Aver July, 1910, 14,198. Sheffield Special Agency, Tribune Bldg., N. Y.

*Syracuse, Evening Herald*, daily. Herald Co., pub. Aver. 1909, daily 22,468; Sunday, 40,923.

 *Troy, Record*. Average circulation 1909, 21,320. Only paper in city which has permitted A. A. A. examination, and made public the report.

*Utica, National Electrical Contractor*, mo. Average for 1909, 2,885.

*Utica, Press*, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1909, 18,117.

NORTH CAROLINA

*Asheville, Gazette-News*. Average, '09, 5,643. Asheville's leading paper. Only aft. paper in Western North Carolina with Associated Press.

*Charlotte, News*. Evening and Sunday Aver., 1907, 8,938; 1908, 9,782; 1909, 7,946. Try it.

NORTH DAKOTA

*Grand Forks, Normanden*. Norwegian weekly. Actual average for 1909, 9,450.

OHIO

*Cleveland, Plain Dealer*. Est. 1841. Actual average for 1909: Daily, 80,938; Sunday, 103,686. For July, 1910, 91,733 daily; Sunday, 112,930.


*Columbus, Midland Druggist and Pharmaceutical Review*. 43rd annual volume. Best medium for reaching druggists of the Central States.


*Youngstown, Vindicator*. D'y av., '09, 15,338; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

*Oklahoma City, The Oklahoma*. July, 85,076 week day, 63,148 Sunday. E. Katz, Agent, N. Y.


OREGON


 *Portland, The Evening Telegram* is in its 34th year. Owns exclusive Associated Press afternoon franchise. It printed 179 more PAGES of local mercantile advertising than its nearest afternoon contemporary. For the first six months of 1910 it shows a gain over the corresponding six months of last year of 31,831 inches, 1,217 of it in the foreign held and 6,440 in the classified. Sworn average circulation for June, 29,963.


 *Portland, The Oregonian*, (©©). July average circulation. Sundays, 53,745; Daily, 48,220. For 50 years the great newspaper of the Pacific Northwest. More circulation, and carries more foreign, more local, and more classified advertising than any other Oregon newspaper.

PENNSYLVANIA

*Chester, Times*, ev'g d'y. Average 1909, 7,788. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

 *Erie, Times*, daily. 21,448 average July, 1910. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

 *Harrisburg, Telegraph*. Sworn average July, 1910, 17,523. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

 *Johnstown, Tribune*. Average for 12 mos., 1909, 12,467. July, 1910, 13,462. Only evening paper in Johnstown.

In  
Philadelphia  
It's  
The Bulletin

Net Daily Average for  
June, 1910

235,936

COPIES A DAY

A copy for nearly every  
Philadelphia home.

"THE BULLETIN" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Chicago Office,  
J. E. Verrec, Steger Bldg.

New York Office,  
Dan A. Carroll, Tribune Bldg.

*Philadelphia, Confectioners' Journal*, mo. Average 1908, 6,617; 1909, 6,822 (©©).

\*\*\*\*\*

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.





**Philadelphia.** The *Press* (©) is Philadelphia's Great Home News-paper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Feb., 1910, 85,054; the Sunday *Press*, 163,995.

**Washington.** *Reporter and Observer*, eve. and morn. Circulation for June, 1910, 12,545.



**West Chester.** *Local News*, daily, W. H. Hodgson, Ave. for 1909, 15,860. In its 36th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**Wilkes-Barre.** *Times-Leader*, evening; daily net cir. first 6 months, 1910, 17,276, guaranteed.

**York.** *Dispatch and Daily*. Average for 1909, 20,015

### RHODE ISLAND

**Pawtucket.** *Evening Times*. Average circulation 12 mos. ending June 30, '10, 19,452—sworn.



**Providence.** *Daily Journal*. Average for 1909, 21,555 (©). Sunday, 25,125 (©). *Evening Bulletin*, 45,991 average 1909.

**Westerly.** *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1909, 8,237.

### SOUTH CAROLINA

**Charleston.** *Evening Post*. Evening. Actual daily average 1909, 5,511. July, 1910, 6,964.



**Columbia.** *State*. Actual average for twelve months, 1909, daily (©) 14,436, Sunday (©) 14,909.

**Spartanburg.** *Herald*. Actual daily average circulation for 1909, 2,630.

### TENNESSEE

**Nashville.** *Banner*, daily. Average for year 1907, 36,206; for 1908, 38,554; for 1909, 40,086.

### TEXAS

**El Paso.** *Herald*, June, 1910, 11,802. Only El Paso paper examined by A. A. A.

### VERMONT

**Barre.** *Times*, daily. F. E. Langley, Av. 1909, 8,231. 1st 4 mos., '10, 5,718. Examined by A. A. A.

**Burlington.** *Free Press*. Daily average for 1909, 8,773. Largest city and State circulation. Examined by Association of Amer. Advertisers.

**Montpelier.** *Argus*, dy., av. 1909, 3,848. Only Montpelier paper examined by the A. A. A.

**St. Albans.** *Messenger*, daily. Average for 1909, 3,194. Examined by A. A. A.

### VIRGINIA

**Danville.** *The Bee*. Average June, 1910, 4,050; July, 4,087. Largest circ. Average. Only eve. paper.

### WASHINGTON

**Seattle.** *The Seattle Times* (©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Dec. '09, circ. 64,246 daily, 84,263 Sunday, the quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1909 *Times* beat its nearest competitor 2,786,054 lines.

**Tacoma.** *Ledger*. Average 1909, daily, 14,191 Sunday, 26,155.

**Tacoma.** *News*. Average for year, 1909, 18,829.

### WISCONSIN

**Janesville.** *Gazette*. Daily average, July, 1910, 8,236; semi-weekly, 1,768.

**Madison.** *State Journal*, daily. Actual average for Jan., 1910, 6,960.



**Milwaukee.** *The Evening Wisconsin*, daily. Average daily circulation for April and May, 1910, 43,233. Gain over April and May, 1909, 8,768 daily. A paper with the quantity as well as the quality circulation. It covers the city of Milwaukee and the State of Wisconsin like a blanket. It has proven its productive value to the advertiser. Chas. H. Eddy, Foreign Representative, 1 Madison Avenue, New York, 1910 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)



**Milwaukee.** *The Milwaukee Journal*, evening daily. Average in July, 1910, 62,682; gain over July, 1909, 3,602 daily; average for 12 mos., 61,933 daily. Covers over 60% of Milwaukee homes. Supreme in classified and display advertising. Rate 7 cents flat.

**Oshkosh.** *Northwestern*, daily. Average for Dec., 1909, 9,801. Examined by A. A. A.

**Racine.** *Daily Journal*. July, 1910, circulation, 5,183. Statement filed with A. A. A.



**The Wisconsin Agriculturist**

**Racine, Wis.** Established 1877. Actual weekly average for year ended Dec. 31, 1909, 60,496. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office, 41 Park Row. W. C. Richardson, Mgr.

### WYOMING

**Cheyenne.** *Tribune*. Actual net average year, 1909, daily, 8,128; semi-weekly, 4,994.

### BRITISH COLUMBIA

**Vancouver.** *Province*, daily. Average June '09, 18,601; June '10, 21,565; daily average for '09, 18,420. H. DeClerque, United States Repr., Chicago and New York.

### MANITOBA, CAN.

**Winnipeg.** *Free Press*, daily and weekly. Average for 1909, daily, 40,890; daily July, 1910, 48,360; weekly 1909, 37,080; July, 1910, 26,157.

**Winnipeg.** *Der Nordwesten*. Canada's National German weekly. Av. 1909, 16,162. Rates 50c. in.

**Winnipeg.** *Telegram*, dy. av. May, '10, 21,163, (Saturday av., 36,450). Farmers' Weekly, same period, 30,000.

### QUEBEC, CAN.

**Montreal.** *La Presse*. Daily. Average for June, 1910, daily 97,600. Largest in Canada.



# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

## COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

## DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (☉☉), carries double the number of Want Ads of any other paper. Rate 1c. a word.

## ILLINOIS

THE Chicago *Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

## INDIANA

You'll be satisfied with your "Want Ad" in **THE INDIANAPOLIS STAR**

Indiana's leading "Want Ad" Medium. Circulation 75,000. Publishes more classified advertising than any other paper in Indiana. Rate One Cent Per Word.

Only Sunday Paper in Indianapolis.

**The Indianapolis Star**  
INDIANAPOLIS, IND.

## MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

## MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns



THE Boston *Globe*, daily and Sunday, for the year 1909, printed a total of 460,465 paid Want Ads; a gain of \$2,557 over 1908 and 308,023 more than were printed by any other Boston newspaper.



## MINNESOTA

CIRCULATIN' THE *Tribune* is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the 7mos. ended Aug. 1, 1910, 1,480,825 lines of classified advertising. Rates: 1 cent a word, cash with order;—or 10 cents a line, where charged by Printers' Ink Pub. Co. —daily or Sunday.



THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.



THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in July, 1910, amounted to 197,064 lines; the number of individual ads published were 24,743. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



## MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

## NEW JERSEY

THE Jersey City *Jersey Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

## NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

## OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

## OKLAHOMA

THE *Oklahoman*, Okla. City, 35,076. Publishes more Wants than any 7 Okla. competitors.

## PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## SOUTH DAKOTA

THE Aberdeen *Daily American*—the popular Want Ad medium of the Dakotas.

## UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

## (OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

Out of a total of over 23,480 publications in America, 125 are distinguished from all the others by the so-called gold marks (OO).

### ALABAMA

The Mobile Register (OO). Established 1821. Richest section in the prosperous South.

### DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, June 1910, 50,416 (OO).

### GEORGIA

Atlanta Constitution (OO). Now as always, the Quality Medium of Georgia

### ILLINOIS

*Bakers' Helper* (OO). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

*The Inland Printer*, Chicago (OO). Actual average circulation for 1909-10, 16,902.

### KENTUCKY

Louisville Courier-Journal (OO). Best paper in city; read by best people.

### MAINE

Lewiston Evening Journal, daily, average for 1909, 7,821; weekly, 17,598 (OO); 7.44% increase daily over last year.

### MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (OO).

Boston Evening Transcript (OO), established 1830. The only gold mark daily in Boston.

Boston, *Textile World Record* (OO). Reaches the textile mills. 6,000 guaranteed circulation.

Worcester *L'Opinion Publique* (OO). Only French paper among 75,000 French population.

### MINNESOTA

The Minneapolis Journal (OO). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

## THE NORTHWESTERN MILLER

(OO) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (OO).

### NEW YORK

*Army and Navy Journal*, (OO). First in its class in circulation, influence and prestige.

Brooklyn Eagle (OO) is THE advertising medium of Brooklyn.

*Century Magazine* (OO). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

*Dry Goods Economist* (OO), the recognized authority of the Dry Goods and Department Store trade.

*Electric Railway Journal* (OO). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

*Electrical World* (OO) established 1874. The leading electrical journal of the world. Average first quarter, 1910, 19,116 weekly. McGraw Publishing Co.

*Engineering News* (OO). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.

*Engineering Record* (OO). The most progressive civil engineering journal in the world. Circulation averages over 15,000 per week. MCGRAW PUBLISHING COMPANY.

*The Evening Post* (OO). Established 1861. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

New York Herald (OO). Whoever mentions America's leading newspapers mentions the New York Herald first.

*Scientific American* (OO) has the largest circulation of any technical paper in the world.

The New York Times has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (OO), daily and Sunday. Daily, now one cent—the best for the least.

### OREGON

*Better Fruit*, (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The *Oregonian*, (OO), established 1851. The great newspaper of the Pacific Northwest.

### PENNSYLVANIA

The *Press* (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. February, 1910, sworn net average, Daily, 85,054; Sunday, 163,995.

## THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

### RHODE ISLAND

*Providence Journal* (OO), a conservative enterprising newspaper without a single rival.

### SOUTH CAROLINA

The *State* (OO), Columbia, S. C. Highest quality, largest circulation in South Carolina.

### VIRGINIA

*Norfolk Landmark* (OO). Oldest and most influential paper in Tidewater.

### WASHINGTON

The *Seattle Times* (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

### WISCONSIN

The Milwaukee *Evening Wisconsin* (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

### CANADA

The Halifax Herald (OO) and the *Evening Mail*. Circulation 16,437, flat rate.

## Business Going Out

The F. Wallis Armstrong Company, Philadelphia, is ordering an increased number of double-page spreads in the magazines and large variable spreads all over the country in the newspapers for the Victor Talking Machine Company.

The E. E. Vreeland Agency, New York, is ordering 100 lines in the South for Batcheller & Co. (Glove-Fitting Corsets.)

Frank Seaman Incorporated is ordering 10,000 lines in the South for the Lozier Motor Car Company.

The Woodbury Company is ordering 10,000 lines in the West and 7,000 lines in the Southwest through the Robert Buggelynn Agency, New York.

The Charter Oak Stove and Range Company, St. Louis, is ordering 3,000 lines in the West through the Fuller Agency, Chicago.

The J. Walter Thompson Agency, New York, is ordering space for special copy in general newspapers for Frank C. Clark (Clark's Tours).

The Clarke Blade & Razor Company is sending orders for newspaper advertising to a selected list through the J. Walter Thompson Company, New York.

The Schenley Distilling Company, Lucesco, Pa., is ordering 140 lines, fifty-two times, in the West, through the J. Walter Thompson Company, Chicago.

The Koch Agency, Milwaukee, is ordering 5,000 lines on the Pacific Coast for the H. H. Adams Tobacco Company.

The Dr. C. A. Hoag Company, Chicago, is ordering 3,000 lines in the South direct.

The Mrs. Potter Hygienic Supply Company is ordering 1,000 lines on the Pacific Coast through the Fuller Agency, Chicago.

The Dr. Williams Medical Company, Schenectady, N. Y., is ordering 500 inches in Ohio through the W. T. Hampton Agency.

The Butterick Pattern Company is ordering 168 lines over four columns for *Delineator* advertising.

The Allen Agency, New York, is placing on a trade basis in newspapers and magazines advertising for the Hotel Chamberlain, Fortress Monroe, Va.

Nelson Chesman & Co., St. Louis, are sending out copy and orders to a

selected list of high-class farm papers published in the Middle West for the Bostrom-Brady Mfg. Co., St. Louis, advertising farm levels. Orders are being placed for fifty-six lines display to run six times beginning with September issues.

The United Factories Company, Kansas City, is launching a campaign in a big list of magazines, farm papers, mail-order publications, and weeklies of dailies, advertising kerosene oil lamps through agents. Display copy of various sizes is being used. Orders are going out through the Kansas City office of H. W. Kastor & Sons.

The German-American Institute, Kansas City, has begun a campaign in a big list of mail-order papers, weeklies of dailies, and a few farm papers. Copy of various sizes is being used. The advertising is being placed through H. W. Kastor & Sons, same city.

The U. S. Cutlery Company, St. Louis, advertising razors on mail-order plan, is sending out renewal orders through the D'Arcy Advertising Company, same city, for twenty-six-line display copy to run in September issues. Agricultural publications are being used principally. A few weeklies are being included.

Cal Hirsch & Sons, St. Louis, are using a list of farm papers published in the Northwest, Central and Southwest, advertising Bayonet Fence. Two-inch display copy is being ordered in September issues.

The Pontiac Shoe Company, Pontiac, Ill., will shortly begin an extensive campaign in the Middle West to advertise its line of shoes to farmers. H. W. Kastor & Sons, who are handling the account, are sending out orders for seventy lines display to start with September issues. Contracts are also being made. Agricultural papers published in the Middle West are being used.

The National Salesmen's Training Association, Kansas City, is sending out renewal orders to a big list of magazines, weeklies of dailies, and farm papers to start with September issues. Seventeen-line display copy is being used in farm papers, and classified in magazines. Orders are being placed through F. A. Gray, Kansas City.

H. W. Kastor & Sons' Kansas City office is conducting a campaign in a small list of farm papers and weeklies of dailies in the Southwest for the Smith-McCord-Townsend Dry Goods Company, same city, advertising "Bull Dog" Overalls. Fifty-six lines display copy is being used.

The Moon Motor Car Company, St. Louis, will shortly begin a campaign in magazines to exploit the "Moon" car. Full-page copy will be used in the *Saturday Evening Post*, *Collier's* and *Life*. Nelson Chesman & Co., same city, are handling the advertising.

Rather unique educational copy is now appearing in the newspapers all the way from Boston to Chicago and St. Louis for the New York Central Lines. Its object is clearly a better understanding on the part of the public of some of the problems of a great public service company. The copy was prepared and sent out by the H. E. Lesan Advertising Agency, of New York and Chicago.

The entire E. R. Thomas Motor Company account has been secured by the H. E. Lesan Advertising Agency in New York and Chicago. A very aggressive campaign is planned in the leading illustrated weeklies and in the newspapers.

Renewals on the advertising of Auams, Taylor & Co. are being placed by Wood, Putnam & Wood. This is for G. O. Blake Whiskey.

The Barstow Stove Company, Providence, R. I., is considering mediums and a list of newspapers in territory where their ranges are sold. This advertising is handled by Mr. Lieves, of the Homer W. Hedge Company, New York.

The F. P. Shumway Company has secured an appropriation from the Glastonbury Knitting Company, Glastonbury, Conn. A list of general publications will be used.

The Waltham Watch Company, Waltham, Mass., is planning an extensive advertising campaign for magazines.

The Ernest J. Goulston Agency will place the usual fall business through New England and Boston papers for Wright & Taylor, Inc., on Old Kentucky Taylor Whiskey.

This agency has a special proposition on the Dr. A. C. Daniels advertising for New York state papers amounting to eight inches, fifty-two times; and the last of August it will start up the advertising of the Empire Furniture Company through New England and New York.

The Spafford Advertising Agency is placing some contracts for the Town Talk Flour advertising.

The Father John's Medicine Company, Lowell, Mass., is contracting with newspapers throughout the country. Contracts are placed direct.

The advertising of the Gorton-Pew Fisheries Company, Gloucester, Mass.,

is being handled by the Boston office of the J. Walter Thompson Company. Women's publications are being used.

The James T. Wetherald Agency is making renewal contracts for Dr. E. S. Sloan, manufacturer of Sloan's Liniment.

The Chandler Agency is sending out financial copy to a few monthly magazines for F. E. Bancroft & Co. Stock in several dividend-paying California oil companies is being advertised.

The Shivell Advertising & Selling Agency has secured an appropriation from G. M. Edgerton Company for the advertising of its "Nue" Suspenders and Garters. It is working on distribution at present but expects to make up a list of mediums later on.

The Chapman Company, at 176 Federal street, Boston, is sending out orders to agricultural publications on the advertising of a trap nest. Small copy is used and the business is placed direct.

Kidder's Pastiles, a new Asthma cure, are being advertised in a few weekly magazines by Stowell & Co., Charlestown, Mass., who manufacture them. Small copy is used.

The King Dental Company, whose home office is in Boston, is making contracts for thousand inch space to be used within a year with out-of-town papers where they have a local office. The business is handled by the Walter C. Lewis Company.

W. J. Phelps, with offices in the Chamber of Commerce, is sending out 18 times orders to agricultural publications advertising for hay. Small space is used.

The Shumway Agency is sending out orders extending the Willowcraft Shop advertising into October issues. The regular campaign on this business expires in September, but it has been so successful this year that one or two mediums offering special issues are to be used.

The Nichols-Finn Advertising Company, Chicago, is ordering space for the Burlington Railroad in newspapers generally. The same agency also announces that it will order large space this fall for the Staver-Chicago Automobile Company; E. V. Roddin & Co., mail-order jewelry, Chicago; the Domestic Sewing Machine Company, Chicago; and for the L. Fish Furniture Company.

The A. W. Ellis Agency, 10 High street, is placing a few orders for the Frank E. Davis Fish Company, Gloucester, Mass.



(Officially opens September 10, 1910)

## Three Thousand Patents

for fountain pen ideas have been issued within the last two decades. Notwithstanding, the production of Waterman's Ideals has increased to a million a year. The new ten story concrete Waterman's Ideal factory places us in a position in advance of what the writers of the world require. The production capacity is one and one half million pens a year. There are over fifteen thousand different styles and sizes to fulfill the requirements of manner of writing and taste.

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Readers of magazines  
are divided into  
those who read

The Century

and those who dont.  
which class carries

The Buying Power

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